

A RADIO AND TELEVISION BIBLIOGRAPHY  
BOOKS AND MAGAZINE ARTICLES PUBLISHED  
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BURTON PAULU, MANAGER OF KUOM

UNIVERSITY OF MINNESOTA

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This bibliography lists most of the books and magazine articles on radio and television (excluding those on engineering subjects) published between January 1, 1949, and May 1, 1950. It has been compiled primarily as a service to teachers, researchers, and students. It is released at this time so that radio and television course instructors may have convenient access to a reasonably complete list of recent publications while planning their courses for the academic year 1950-1951.

Listed here are only occasional articles from such periodicals as the BBC Quarterly, Broadcasting, FREC Service Bulletin, Journal of the Association for Education by Radio, News Letter of the National Association of Educational Broadcasters, Radio and Television News, and Variety. There also are only a few entries for Consumer Reports, Editor and Publisher, Etude, Musical America, National Parent-Teacher, New Republic, New Yorker, New Statesman and Nation, Newsweek, Publisher's Weekly, and Time. All of these publications, however, devote much space to radio and television: some of them are trade magazines specializing in these fields, while others are general circulation periodicals with radio and television columns. Therefore, students should consult these sources directly, especially for articles on current developments.

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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WUOA, University of  
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University, Alabama

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2500 Municipal Building  
New York 7, N. Y.

## TREASURER

W. I. GRIFFITH  
WOL, Iowa State College  
Ames, Iowa

November 23, 1951

## EXECUTIVE SECRETARY

MORRIS S. NOVICK  
630 Fifth Avenue  
New York, N. Y.

Mr. Frank Schooley  
Radio Station WLL  
University of Illinois  
Urbana, Illinois

## GENERAL COUNSEL

MARCUS COHN  
517 Evans Building  
Washington, D. C.

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New Hampshire, Massachusetts,  
Vermont, Rhode Island, Pennsylv-  
ania, New Jersey, Delaware and  
Maryland.

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WABE, Board of Education  
Atlanta, Ga.  
Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

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WBAA, Purdue University  
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University  
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Mexico, Oklahoma, Arkansas,  
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KWSC, State College of  
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Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Communi-  
cations Research Institute,  
Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, University of  
Minnesota  
Minneapolis, Minnesota

Dear Frank:

As our expert on the Constitution and By Laws, will you give me some advice -- and quick?

I was ready today to mail out your proposal about changing Article VI, Section 2, of the By Laws, but upon looking into Article XII, I found that such an amendment is only to be submitted "provided at least thirty days advance notice is given in writing to the members before actual voting is taken upon any proposed changes."

Now, Frank, having heard you cry out in stentorian tones at our conventions, "You can't do that--it's unconstitutional!", I shudder to proceed now without your prior approval. True, your proposal was submitted to the membership at the Biloxi meeting, but it was submitted orally not in writing.

Should I now (a) assume that the reading at the November 4 meeting meets this requirement, and that if I circulate these proposals on or after December 4 the members may properly vote on them; or (b) should I mail out a statement as soon as possible, notifying the members in writing of the intended amendment? In the latter case, I could either enclose the ballots you prepared, with the request that they be mailed back thirty days later (which may not be strictly according to rule, and in which case many of the members may misplace their ballots), or I could mail out the ballots thirty days thereafter.

Advice please, Mr. Schooley!

Will you also help me out on this one? I have before me an application for membership received from the Pacifica Foundation. We voted this group into membership at our Biloxi meeting. Our practice in the past often has been to charge dues effective on the date of original application which in this case Pacifica applied in October. But it seems to me that their dues paying liability should take effect only after they are admitted and have access to all of our services -- say December 1, 1951 -- rather than on the date they originally applied. What do you think about this? I am going to notify them officially of their election to membership in a day or two. May I hear from you.

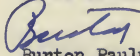
Continued 2

25  
Another question, Frank! Pacifica operates a 3 KW FM transmitter with 16,100 watts ERP. In a case like that how do we classify them? Are they a Class A station with \$50 dues, or a Class B station with \$25 dues. Pacifica sent along a check for \$25. I had better have an official ruling here before I write back to them so I can inform them if they should send \$50. (I discussed this with Dick Hull and he is not clear as to their category either. But Father Frank should know!)

I am sorry I missed you when you were in Ames Monday; I was up in Minneapolis for the day.

With best personal regards,

Yours sincerely,



Burton Paulu

Secretary and Publication Editor

cc: Hull  
Siegel



December 11, 1951

Mr. Burton Paulu  
Secretary and Publications Editor  
National Association of Educational Broadcasters  
2500 Municipal Building  
New York 7, N. Y.

Dear Mr. Paulu:

I have your letter of November 29 which deals with the ever recurring question "Is WHCU in NAEB or out"? You may have participated in some of the discussions a couple of years ago when the new NAEB constitution came into being. At any rate, I am sure that there is considerable correspondence in the Association files dealing with this subject. I have a sincere interest in keeping the station and the University in active membership.

It has been my understanding that WHCU enjoyed active membership under the original constitution. When there was talk of the new constitution, there was a question as to whether, in view of article 1, Cornell's WHCU would lose its status of active membership. While I could not be present during the meeting, it is my understanding that there was some pretty strong discussion on the subject. At that time it was decided that the application of the new constitution would not be retroactive, and that WHCU would maintain active membership. As a matter of fact, just a few days ago Seymour Siegel sent us our certificate of active membership which, according to his wish, we had properly framed and exhibited. In the interests of brevity, may I say that we don't want to be either overbearing or misunderstood in this matter. We value our active membership in NAEB. The work that Cornell has done and is planning to do in the field of radio and television is pretty well known to broadcasters, both educational and commercial. We have been standing on the interpretation of a previous Board which gave us assurance that the new constitution was not to be considered retroactive. The fact that we have been unable to attend meetings of the Association in the late past is a source of real regret to us, but certainly should not be construed as a lack of interest.

December 11, 1951

Elimination of WOI-TV from active membership does not serve to make us feel any better. The licensee is still an active member, whereas Cornell University would lose its membership. On the other hand, if the present Board feels that its action is perfectly legal, we shall have no further complaint. We shall always be interested in the Association.

It is very difficult to believe that this change of heart on the part of the NAEB was not directly the cause of differences of opinion. We regret that these differences have forced Cornell out of membership.

Very truly yours,



Michael R. Hanna  
General Manager

MRH ehc  
cc: Frank Schooley  
cc: Seymour N. Siegel

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

December 19, 1951

Mr. James Miles  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

Your letter of December 5 has had to wait until today for an answer because of the problems attending my move from Ames back to Minneapolis.

On page 2 you propose a "meetings planning committee charged with the duty to investigate all possible areas affecting educational radio today...." I am all in favor of some sort of committee to do that, but I think the committee should either be our Board of Directors, or some other group made up largely of its members - as for example, our Executive Committee which is already in existence. I make this suggestion because I think this is so close to the development of the organization that this should be done under very close Board of Directors' supervision, and I think the best way to do this is for it to be done by board members. There is also the fact that our board includes some of the most experienced and best qualified men we have.

As to the subjects which this committee might take up, I think that your list of nine is very good and surely will serve as a starting point. Naturally, the committee will more or less write its own agenda once it begins to meet.

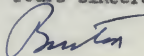
On page 3 you suggest the holding of a seminar in the summer. May I offer for your consideration and also for that of the Board of Directors, making the 1952 convention into something of a seminar? I realize that combining the features of a convention with those of a seminar is a hard order, but I would like to have a chance to discuss with a number of you and also with Will Schram ways and means by which we could have a pretty good study atmosphere at our 1952 meeting.

In reading your letter of December 5 and the accompanying appendices I was prompted to look into KUOM files in order to see how much we had about the two Allerton House conferences. For some reason or other the only thing we have is a mimeographed 30-page statement entitled "Educational Broadcasting, Its Aims and Responsibilities." If you have other material on either or both of the Allerton House



conferences, I should like to have it so that my files will be complete.

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP/arp

Copy to Seymour Siegel  
Graydon Ausmus  
Frank Schooley ✓

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

December 21, 1951

Mr. John W. Dunn, Director  
Radio Station WNAD  
University of Oklahoma  
Norman, Oklahoma

Dear John:

I am glad that you have received the minutes of the board meetings which I sent you. They, together with the Newsletter for the last couple of years should bring you pretty well up to date on what has been happening. In the event you are missing some copies of the Newsletter, let me know and I'll send you extra ones.

I am quite certain that the board in Biloxi didn't pass upon membership of the Oklahoma City Board of Education radio station. The minutes do not indicate that we acted on their application nor do I recollect that we did so.

I am sending a carbon copy of this letter to Frank Schooley with the suggestion that he check to see if he has any record of an application or dues payment being received.

I am sending you a list of the active and associate members in Region 5 who receive the Newsletter. If correct, this should be equivalent to a membership list.

I should indeed be very glad to receive material about your new offices and studios for the next Newsletter. I should like to get this stapled up and to the mimeographer by the end of next week, so the sooner I get your copy the better.

Very truly yours,



Burton Paulu  
Manager of KUOM

BP/arp

Copy to Frank Schooley ✓  
Seymour Siegel

JANUARY 5, 1951

DR. BURTON PAULU, SECRETARY  
NAT'L ASS'N OF EDUCATIONAL BROADCASTERS  
C/O KUON, UNIVERSITY OF MINNESOTA  
MINNEAPOLIS, MINNESOTA

DEAR BURTON:

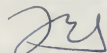
I'M ENCLOSING THE SIGNATURE CARDS  
FOR THE NAEB ACCOUNT IN THE CHEMICAL BANK AND  
TRUST COMPANY, NEW YORK. THE THREE SIGNATURE  
CARDS ARE SIGNED BY ME.

SORRY I COULDN'T GET TO MINNESOTA  
THIS WEEK-END FOR THE GAME, BUT HAD SOME FACULTY  
COMMITTEE MEETINGS HERE I COULDN'T AVOID.

I EXPECT TO GET TO THE ST. LOUIS  
TV MEETING ON MONDAY.

TRUST YOU GUYS HAD A PLEASANT  
VISIT IN AMES.

REGARDS,



FRANK E. SCHOOLEY  
TREASURER

CC: SEYMOUR SIEGEL

FES/FES



# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WUOA, University of  
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Ames, Iowa

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630 Fifth Avenue  
New York, N. Y.

## GENERAL COUNSEL

MARCUS COHN  
517 Evans Building  
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Vermont, Rhode Island, Pennsylv-  
vania, New Jersey, Delaware and  
Maryland.

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Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

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### Region IV

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Idaho, Oregon, Nevada, Arizona,  
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Illinois University Communi-  
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Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, University of  
Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

December 14th, 1951

Mr. Frank Schooley  
W I L L  
University of Illinois  
Urbana, Illinois

Dear Frank:

I am transmitting, herewith, three (3) signature cards for the Chemical Bank and Trust Company of New York. Will you be good enough to sign your accredited signature on the line marked Treasurer. I would ask you to then forward these direct to Burton Paulu. By copy of the letter, Burton is to sign the last line and send them direct to Miss Dorothy Noble, Chemical Bank and Trust Company, Waldorf Astoria Branch, Lexington Ave. and 49th Street, New York City.

I believe that Dick has turned over to you the check book of the Chemical Bank. I still have in my possession check numbers 292 - 300, inclusive. The arrangement I had with Mr. Griffith was that I was never to sign any checks except in cases of emergency or when ordered to make out checks by the Treasurer. I believe this arrangement was approved by the Board, and there has only been one instance, i.e., when the New York Study required immediate funds, and I drew a check on the telephonic orders from Mr. Griffith.

As ever,

Seymour N. Siegel  
President

sns/t  
encls.

CC: Burton Paulu

119 GREGORY HALL  
URBANA, ILLINOIS  
JANUARY 5, 1951

DR. BURTON PAULU, SECRETARY  
NAT'L ASS'N OF EDUCATIONAL BROADCASTERS  
KUOM, UNIVERSITY OF MINNESOTA  
MINNEAPOLIS, MINNESOTA

DEAR BURTON:

I'M FORWARDING TO YOU, ON INSTRUCTION FROM PRESIDENT SIEGEL, A PARTIALLY EXECUTED APPLICATION FOR THE NAEB TREASURER'S BOND IN AMOUNT OF \$10,000. SY SAYS YOU ARE TO FILL OUT THE UNFILLED SIDE, SIGN SAME, AND FORWARD TO HIM FOR TRANSMISSION TO THE INSURANCE COMPANY.

THIS IS ALL AGREEABLE TO ME, IF THAT'S WHAT'S TO BE DONE. HOWEVER, TREASURER SCHOOLEY WAS AUTHORIZED BY PRESIDENT SIEGEL AT THE MEETING OF THE BOARD OF DIRECTORS AT SILOXI TO PROCEED TO SECURE BOND IN CHAMPAIGN-URBANA. I HAD MADE PRELIMINARY APPLICATION, IN ACCORDANCE WITH AUTHORIZATION, ON BASIS WHICH I SUGGESTED AT THE BOARD MEETING. FOR THE PRESENT, HOWEVER, I PRESUME WE SHOULD PROCEED WITH THE PAPERS STARTED BY SY. I HAVE ALREADY TRANSMITTED PAYMENT, APPROVED BY SIEGEL, TO THE INSURANCE FIRM.

CORDIALLY,

FRANK E. SCHOOLEY  
TREASURER

CC: SY SIEGEL

FES/FES

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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University, Alabama

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MARCUS COHN  
517 Evans Building  
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South Carolina, Georgia, Florida  
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Dakota, Nebraska and Wyoming.

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WLSU, Louisiana State  
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Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas,  
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Pullman, Washington  
Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

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DALLAS W. SMYTHE  
Illinois University Communi-  
cations Research Institute.  
Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, University of  
Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

December 14th, 1951

Mr. Frank Schooley

W I L L

University of Illinois  
Urbana, Illinois

Dear Frank:

I am sending you, herewith, blanks of the Maryland Casualty Company in connection with a Scheduled Position Bond. If you will be good enough to fill out all of the items on the side which calls for references and then forward this to Paulu to fill out the reverse side, and sign same, he can forward it to me for transmission to the Insurance Company.

I am also enclosing, herewith, the bill for the premium for the period of one year expiring January 1, 1953.

I am also transmitting, herewith, the bill for stationary in the sum of three hundred and thirty four dollars and Seventy-five cents (\$334.75), payable to the International Press. It may be possible for Kellogg to pay this, and you should discuss the matter with Jim Miles. At any event, it should be paid with no delay.

As ever,

Seymour N. Siegel  
President

P.S. The financial statement that you submitted was an excellent one, and everybody at the Committee of Five meeting was very much impressed. I do hope that you can check out to Terry Linder before Christmas. Hull certainly should have turned the accounts over to you by now.

sns/t

CC: Burton Paulu, Jim Miles



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Cafritz Building  
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BURTON PAULU

KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL

WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

January 7, 1952

Mr. Seymour Siegel  
Municipal Broadcasting System  
2500 Municipal Building  
New York, New York

Dear Sy:

I hope your return trip proceeded with less  
dislocation that mine!

When I got to Sioux City I found the plane that was  
supposed to take me from there to Minneapolis (scheduled to  
leave Sioux City at 11:34 and reach Minneapolis at 1:09) had  
not yet left Kansas City, and the people at the airport didn't  
know when it would since one of its engines was undergoing  
repairs. But I finally landed in Minneapolis at 3 o'clock  
this morning and got home to bed at 3:30.

In view of the fact that I had to get up at 6:30 in  
order to meet my class at 3:30 I am not in the best of condition  
today!

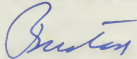
I am enclosing the Chemical Bank and Trust Company  
cards, and the Maryland Casualty Company bond.

The NAEB letterhead arrived in my absence, and we  
do have - to use your expression - a "goodly supply."

I have sent the enclosed telegram to Dick Rider,  
so you should be receiving the Station 60 publicity material  
very shortly.

I shall await with interest information as to the  
date of our Board and Committee of Five meeting.

Yours sincerely,



Burton Paulu

Secretary and Publications Editor

BP/arp

Copy to Frank Schalley

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KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

January 23, 1952

Mr. James Miles  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

You will recall that at the meeting last weekend authorization was provided for the expenditure of NAEB funds to subscribe for Television Digest so that I would be able to use it as a source of information in editing the News-Letter. Would you be so kind as to put through a requisition for it, requesting that it be addressed to me here at KUOM.

I received in the mail today notice of the January edition of their TV Factbook, which I presume would be distributed to regular subscribers. I would like in placing the order you would request the subscription to include this.

It also happens that my NAEB subscription to Variety and Billboard have run out. I must say that I have not found Billboard helpful enough to justify its purchase from our funds, but I would like very much to have Variety continued. If you can properly do so would you requisition a Variety subscription for me too?

Your telegram came this morning relative to the meeting in Lafayette on February 7, 8 and 9. You can count on me to be there. I assume Dawson was included in this and accordingly have checked with him; he will be able to make it too.

Yours sincerely,



Burton Paulu  
Secretary and Publications Editor

BP/arp

Copy to Seymour Siegel  
Frank Schooley

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

REGISTERED

January 23, 1952

Mr. Frank Schooley  
Station WILL  
University of Illinois  
Urbana, Illinois

Dear Frank:

I am enclosing the receipt for your share of our hotel bill.

After considerable discussion we decided that the easiest way to handle this would be to transfer a portion of Graydon's room charge to your bill; this turns up as the \$18.90 listed as item 7. In view of the fact that items 1, 2 and 7 are, therefore, yours and since Graydon had to take on a number of items which were not actually incurred by him, we thought it would be all right to leave items 3 through 6 as they already stand on your bill, confident that you would be able to handle them in one way or another on your travel expense voucher.

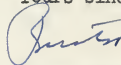
You left me \$45.00 in cash and I paid \$34.14 leaving a balance of \$10.86, which is covered by the personal check enclosed.

I am sending this to you by registered mail so that you will be certain to receive the receipt.

If there are any errors here do not hesitate to bring them to my attention.

With best regards until we meet again - which I suppose will be very soon in view of our several up coming meetings.

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP/arp



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BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

January 30, 1952

Mr. James Miles  
Gregory Hall  
University of Illinois

Dear Jim:

I am enclosing a statement of expenses incurred in the preparation of the News-Letter which I hope can be defrayed from the Kellogg funds (except for the \$10.50 typing bill from Miss Wiperman this was incurred prior to the preparation of the copy for the January 1952 issue).

Bills are enclosed for the money due Cranes, Iowa State College, and the University of Minnesota. Receipts for the stamps I purchased and for telephone calls and telegrams for which I now seek reimbursement are also enclosed.

This matter, I suppose could be handled in either of two ways: You could have five separate checks prepared for mailing to the institutions or people to whom we owe money, or you could send me a check for the total (\$99.30) and I would deposit it and pay each of these people myself.

I am sending this by registered mail since this is the only set of bills and receipts I have for these accounts.

Yours sincerely,

*Burton Paulu*

Burton Paulu  
Secretary and Publications Editor

BP/arp

Copy to Seymour Siegel  
Frank Schooley

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BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

March 25, 1952

TO: Officers and Directors of NAEB

FROM: Burton Paulu

On coming to the office this morning I opened  
Dick Hull's letter transmitting the notice from Maryland  
Wilson relative to Waldo Abbott's health.

By all means, we should do something about honoring  
him! I would suggest incorporating this in the NAEB  
luncheon in Columbus. If Waldo is really in bad shape,  
it may be too late if we wait until our next convention  
in November.

Yours sincerely,



Burton Paulu  
Secretary and Publications Editor

BP:ra

February 28, 1952

Mr. Burton Paulu  
Secretary, NAEB  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Please see attached letter from Television Digest. I now raise some questions. You understand, sir, that I'm simply raising questions; I'm not objecting to anything. If we subscribe, should it be for (A), (B), or (C)? And, no matter which, do you still think it worth it for NAEB? And even if you do, would it not be wise to bring the matter up for discussion with executive committee again? Not that it hasn't technically been decided, but because of the sum involved? Or, do you feel the matter is more urgent, and I should proceed to order?

Related to the question of which part of service, (A), (B), or (C), might be just parts what headquarters will be getting.

Again, sir, no objections; I'm just raising questions.

Regards,

Frank E. Schooley  
Station Manager

FES:fmh



UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

February 1, 1952

Mr. S. A. Cisler  
Vice President  
Radio Kentucky, Inc.  
431 West Jefferson Street  
Louisville 2, Kentucky

Dear Mr. Cisler:

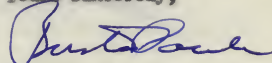
It is always good to hear from a former Twin Cities resident who once broadcast over the University station. I suppose that if we had a list giving the present locations of every person in the broadcasting business who at one time or another took part in WLB's programs, it would cover a good many stations in this country!

In your letter you say that you had been discussing with Elmer Sulzer the question of whether or not a commercial station can become an associate member of NAB. This I am afraid is not possible: our constitution says that "any individual, educational institution, or public service agency engaged in educational broadcasting may become an associate member upon approval of the Board of Directors." This would, therefore, exclude commercial stations from membership. The constitution likewise rules out commercial stations from active membership.

But we should be very happy to have you as a subscriber to our News-Letter at the rate of \$5.00 per year.

I am sending you two recent copies under separate cover. If you would like to subscribe regularly send a check for \$5.00 to our treasurer, Frank Schooley, at the University of Illinois, and he will notify me to put you on the regular mailing list.

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP/arp

Copy to M. G. Sulzer  
Frank Schooley  
Seymour Siegel  
James Miles

February 6, 1952

TO: Waldo Abbot, Graydon Ausmus, John Dunn, Richard Hull, Alvin Gaines, William Harley, H. B. McCarty, James Miles, Allen Miller, George Probst, Frank Schooley, Seymour Siegel, Ralph Steetle, Dallas Smythe, Parker Wheatley

FROM: Burton Paula

SUBJECT: Draft version of Minutes of January 18, 19, 20 Meetings of NAEB Executive Committee, Board of Directors and Adult Education Committee.

Attached hereto is a draft of the minutes of the meetings listed above. In view of the complexity of some of the issues taken up I have decided to circulate these in tentative draft form before putting them into final form.

Will you please return these when you are through making any changes or corrections you deem necessary and let me have your reaction within the week so that I may get these out in final form.

Items on which I have questions are covered below in this impersonal memorandum in order to expedite matters.

Miles: Would you want to provide me with about 25 more copies of your January 14 memorandum and accompanying materials to issue as Appendix A to the final form of the minutes? It might facilitate future reference to these materials by members of the Board if such materials were attached even though they had been previously distributed to the members.

Miles: Ditto for you Proposal Elaboration as Appendix B.

Probst: Ditto for Tennis Court meeting as Appendix C. Also, what was the date of this meeting? Would you like to supply me with enough copies of your letter to Fletcher of January 3 as Appendix D?

Harley: Will you please check for accuracy of my statements as to your report on the Adult Education project (page 4)?

Siegel: Would you supply me with a corrected list of committees so I can include it as Appendix E?

Schooley: Will you please examine critically my references to your report on the last page of the minutes. If you wish me to attach copies of your report would you send me about 25 so that I can put them on as Appendix F.

Siegel and Dunn: Will you please give me more information as to the location of the high point high school referred to in the next to the last paragraph on the last page.

arp

July 21, 1952

TO: NAEB Officers and Directors

FROM: President, NAEB

SUBJECT: NAEB International Meeting with CBS and BBC in London Sept. 1952.

1. The Adult Education Committee has requested me to report on the invitation from, and the forthcoming meeting with, the officers of the British Broadcasting Corporation, in London, during the month of September.

2. As all of you are aware the NAEB Tape Network even prior to its establishment at the University of Illinois, received a great deal of its basic program material from the BBC and to some extent from the CBC. This cooperative assistance continued and increased with the expanded activity of the Tape Network. Last year with the creation of the radio programs production grant at the Lowell Institute from the Fund for Adult Education, one of the program elements in which Fund officials expressed most interest was the area of international understanding.

Accordingly, plans were made not only for the forthcoming series of programs on USSR (People Under Communism) which by the way is to be released September 14th at the same time as the Jefferson Heritage, but several other projects were planned and put in motion. These included:

1. "Voice of Europe". This is a series of interviews being done on the spot on people and their problems, by Professor Milton Mayer, well-known lecturer, author, etc. These tape recordings are being done in France, East and West Germany, Switzerland, Belgium and Italy. The first batch of 33 fifteen-minute periods have been received by Harley and are in the process of being edited.

2. "International Exchange". This is a project involving the CBC and the BBC as well as NAED. Following the JCET Institute at Penn State, Mr. Grisewood, then the Director of the BBC Third Program (and now the BBC's Director of the Spoken Word) came to the United States, as did Neil Morrison of the CBC in Toronto and a series of meetings were held with NAEB personnel in New York and Boston. Plans were established for a "round-robin" productions emanating respectively from Canada, England and the USA. The major problem was to apprise each broadcasting group of audience problems in a given country and to dispense with and clarify many of the misconceptions about educational programming in the several countries. Plans for the international exchange of programs have been carried forward and some of these programs will emerge in late fall for the tape network.



7/21/52

Subsequently an official invitation came from BBC for CBC and NAEB representatives to come to London in August for a full-scale discussion leading to a large-scale mutual interchange of programs with arrangements for special productions on each side of the ocean and in three countries.

Grisewood has already shipped 84-hours or a "fortnight" programming via tape to Basil Thornton, BBC's Northern American Director here in New York. Representatives of the Adult Education Committee will be auditioning these during the first week in August. Subject to the eventual acceptance by the program committee we are hopeful that large quantities of this distinguished program material might be pried loose and made available for distribution over the tape network.

Further exploration has been discussed with respect to the international exchange of television, film and kinescopes among NAEB, CBC and BBC. These arrangements follow up other discussions which Dick Hull at WOI-TV had conducted with UNESCO in Paris and London.

Accordingly, the Adult Education Committee after advising with the Fund for Adult Education voted to send as delegates George Probst, Parker Wheatley and myself to the London meeting. Neil Morrison will be coming from Canada and working with a group in England will be Herman Grisewood, Ronald Peletier and possibly Basil Thornton among others. The Committee is studying invitations which have been received from the Directors of the Italian National Radio and Radio Diffusion in France, in addition to the Swiss Radio Corporation, to discuss similar program exchange arrangements just before or just after the London meetings. It is suggested that a substantial amount of music from La Scala, for instance, might be made available as well as an extension of such programs as "Letter from Italy".

Your president was able to make special arrangements with the French Line for passage to Paris at a special rate. This would permit meetings with French Radio officials at no extra cost. The three or four days additional with the Italian and Swiss people would not be an excessive addition to cost and might well be highly productive in the end results.

Several of you have had previous experience with some of these radio groups and with UNESCO. The Committee and the undersigned would welcome any suggestions you may have for particular areas of policy or program exploration.

Cordially yours,

Seymour N. Siegel  
President

SNS:LG

cc: Mr. James Miles  
Mr. Wilbur Schramm

July 21, 1952

Mr. James Miles  
Executive Director  
National Association of Educational  
Broadcasters  
University of Illinois,  
Urbana, Ill.

Dear Mr. Miles:

Herewith is a copy of a communication which I am sending to all educational stations in accordance with the lists available. You will note that the Jefferson Heritage is to be released the week of September 14th and it is to be assumed that you will be hearing from individual stations in accordance with the request contained in my memorandum. It would do no harm if an official offering were made by the Network to tie-in with the enclosed memorandum.

Please believe that I have every confidence in your ability to distribute these programs. We are engaging in the first large scale promotional campaign and it would, of course, be disastrous and fatal if there were any breakdown in the distribution process.

Your letter to Mr. Harley was discussed at the meeting of the Adult Education Committee over this past week-end in New York. Your suggestion that any tape which might be used for Adult Education programs would eventually redound to further usage by the Tape Network does not take into consideration the basic premise concerning these programs. These programs were designed for use over and over again, over a period of 10-years or longer. If one hundred stations were to carry one series this would involve 1300 rolls of tape and, of course, would take this tape out of circulation on a rather permanent basis.

We have previously requested a grant for the distribution of these and future programs but thus far there has been no favorable action on this request. This would mean, therefore, that the Tape Network would have to allocate a sufficient sum to make the program permanently available to member stations or at least provide sufficient tape to distribute the series on the same basis as other programs are distributed, i.e. the return of the tape to the network pool. In this latter instance it is possible that future developments may make it possible to redistribute the tapes on a permanent basis as a result of income derived from the sale of programs to commercial stations. At any event, let me reiterate that no matter what our past differences have been I have every sincere confidence that you will handle

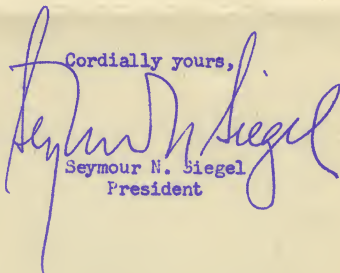
7/21/52

the situation adequately and that there will be no criticism whatsoever concerning the quality or the distribution of the shows on time.

If there is any way in which any of us can be of help you know you need only call on us.

With best wishes,

Cordially yours,

A handwritten signature in blue ink, appearing to read "Seymour N. Siegel". The signature is fluid and cursive, with the first name "Seymour" being particularly prominent and stylized.

Seymour N. Siegel  
President

SNS:LG  
Enc.

cc: Board of Directors  
and Officers



July 21, 1952

Mr. Richard Rider  
University of Illinois  
Urbana, Illinois.

Dear Dick:

I have been wanting to write to you ever since I learned of your leave-taking from the Tape Network to tell you how much I and the members of the Board of Directors appreciate the tremendous contribution you made during the growing-pain days of the Network. Nobody understands better than I the tremendous difficulties which confronted you and even though I may have differed on many an occasion with some of the policy decisions I, nevertheless, offer my highest tribute to the very great effort which you exerted in the operation. I know that the members of the Board of Directors join with me in extending highest accolades to you, and all of us wish you every success in your new post in the field of University television.

With warmest wishes and high regard, believe me,

Cordially yours,

Seymour N. Siegel  
President

SNS:LG

cc: Board of Directors  
and Officers.

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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## DIRECTOR OF STUDIES

DALLAS W. SMYTHE

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tions Research Institute.  
Urbana, Illinois

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## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

June 23, 1952

Mr. John Dunn  
Radio Station WNIAD  
University of Oklahoma  
Norman, Oklahoma

Dear John:

I was certainly glad to receive word that the FAE grant of \$80,000 is finally cleared. I made an announcement of this the lead story in the June News-Letter which I mailed to Urbana for processing yesterday.

Comes now the question of informing the membership of this, and of also bringing it to the attention of non-NAB institutions -- in view of the fact that distribution of the money is by expressed statement of FAE not to be limited to NAB members only. So far as getting out news to the NAB membership goes, perhaps the July News-Letter would be the most convenient way, since the inclusion of the information in that issue would eliminate the necessity for special mailing to members.

In the event that you do want to put something in the July News-Letter about this I suggest that you and the members of the committee draw up some set of standards and instructions and prepare a story which I will make the lead story in the July issue. In view of the importance of this I will plan to release the July issue within a few days of the time I receive that story from you. So -- let me hear from you!

With best personal regards.

Yours sincerely,

Burton Paulu  
by B.P.  
Burton Paulu  
Secretary and Publications  
Editor

BP:ra

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KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

June 9, 1952

Chairman Paul A. Walker  
Federal Communications Commission  
Washington 25, D. C.

Dear Commissioner Walker:

That was a superb address you presented at the NAEB  
luncheon at the Institute for Education by Radio-Television  
in Columbus!

I took the liberty of using almost all of it in the  
lead story of the NAEB News-Letter for May.

Although you should be on the mailing list to receive  
our News-Letter regularly, I am enclosing a copy of the  
May issue.

Very truly yours,

Burton Paulu  
Secretary and Publications Editor

BP:arp

Copy to Seymour Siegel  
Graydon Ausmus  
Frank Schooley  
James Miles



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Minneapolis, Minnesota

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SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

June 9, 1952

Commissioner Edward M. Webster  
Federal Communications Commission  
Washington 25, D. C.

Dear Commissioner Webster:

I was among those present when you discussed  
broadcasting to foreign countries at the Columbus  
Institute, so it was only natural that in writing up  
the Institute for the NAEB News-Letter I should make  
reference to your talk.

Fortunately the Institute's publicity department  
had send me a news release based upon your manuscript  
from which to work in shaping a story about your  
presentation.

Although you should be on the mailing list for  
our publication I am enclosing a copy of the May issue,  
on page 7 of which is the story relative to your talk.

Yours sincerely,



Burton Paulu  
Secretary and Publications Editor

E/arp

Copy to Seymour Siegel  
Graydon Ausmus  
Frank Schooley  
James Miles

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KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

April 29, 1952

Mr. Seymour Siegel  
Station WNYC  
Municipal Broadcasting System  
2500 Municipal Building  
New York, New York

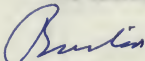
Dear Sy:

At the conclusion of our meeting in Columbus I suggested that, unless the next Executive Committee meeting will bring us together with the Kellogg people in Battle Creek, we hold our next meeting in Minneapolis so the members can look over the ground for our November convention and better help plan it by virtue of personally inspecting the facilities.

To date I have heard no comment either way on this, so I should like to formally repeat the proposal to you and the other members of the Committee. If we meet here on May 23 and 24, I can reserve sleeping facilities for four people (Siegel, Ausmus, Schooley and Miles) in the Center for Continuation Study (where the November convention will be centered) for the evenings of May 22, 23 and 24. (If we meet here May 30 and 31 we would have to go to a hotel since the Center will be closed that week end.)

May I hear from you on this as soon as possible so I may either confirm or release the reservations I have tentatively made for May 22, 23, and 24?

Yours sincerely,



Burton Paulu  
Secretary and Publications  
Editor

BFW

cc: Ausmus

Miles

Schooley ✓

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Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

July 22, 1952

RECEIVED  
RADIO STATION

JUL 24 8 27 AM 1952

cc: Mr. Frank Schooley  
PRESIDENT  
SEN. GRAYDON AUSMUS  
WUOA, University of Alabama  
2500 Municipal Building  
New York 7, N. Y.

Dear Burton:

I was delighted to see a copy of your letter of July 17th to Mayor Moore not only because it was good to learn of your invitation to him to speak at the Convention but basically because it contained the first vital statistics concerning Thomas Scott - 8 lbs. 8-3/4oz. is quite a big boy. I hope that you will pass on to Frances my very best wishes.

The Adult Education Committee held their meeting over the weekend in New York and you will be receiving several pieces of mail which might be used in the next issue of the News Letter, one concerning the promotion plans for the Jeffersonian Heritage and "People Look at Communism" and the other describing the NAEB international meeting with CBC and BBC in London.

I am going to be tremendously jammed promoting and publicizing NAEB Adult Education programs - hence, the full weight of the convention will fall upon you. I need not suggest the importance of immediate mailings to work up an interest in attendance. If there is any way in which you think I can help, you know you need only to call on me.

I understand there is to be a JCET meeting at Interlaken on August 3rd although this has not been confirmed. If I am able to make it I will because there are certain important matters which should be pushed through the Committee. On the other hand, if I am tied up listening to the 8 1/2 hours of BEC's Third material which we are supposed to audition the first week in August (this is another project), I may call upon you to represent NAEB as you did at the last meeting.

You might give me your suggestions for a nominating committee. Members of this committee should have the long view and realize that this coming year is the year of decision. If NAEB does not integrate into television, it will find itself an isolated little island without nourishment and without support.

With all best wishes, believe me,

As ever,

Seymour N. Siegel  
President

SNS:LG

Mr. Burton Paulu  
Secretary and Publications Editor  
KUOM, University of Minnesota  
Minneapolis, Minnesota



UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

25 August 1952

Mr. Graydon Ausmus  
Radio Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I hope that your trip home was a pleasant one and that you are now back in the harness at WUOA.

This morning's mail brought me the University of Alabama's Extension News Bulletin of April 1952 with its story of "Alabama Document." I was vaguely aware of this series, but this attractive brochure re-impressed me and aroused my curiosity and interest. Do you have a tape or two you could loan me so that I might take a listen? If so, I am sure that there are several of my staff members here who would like to listen to the Alabama opposite number of the "Tales of Minnesota" which we did here several years ago.

With best personal regards,

Yours sincerely,



Burton Paulu  
Manager

BP:cjm

RECEIVED  
RADIO STATION  
MEMORANDUM

SEP 26 8 33 AM 1952

TO: Officers and Board of Directors, NAEB

FROM: Burton Paulu  
WILL & WIUC  
UNIVERSITY OF ILLINOIS

SUBJECT: Memorandum of John Dunn of September 11, 1952.

In his memorandum of September 11 John points out that a number of institutions have been admitted to NAEB because they held construction permits although they have done little to put up stations since receiving those permits.

I think that John's two proposals are very good, and I'm in favor of them.

(1) I think that when active membership is granted to an institution because it holds a CP, the institution should be continued as an active member only so long as its permit is outstanding with the Commission (or if it builds a station and receives a license). This would be a slight change from what John has suggested; it seems to me, though, that if the Commission is willing to extend the time a station has to complete construction, we should follow this decision on the assumption that if they extend the time, they must have a good reason. But certainly once a construction permit is cancelled by the Commission or surrendered by the licensee, the institution should not be continued as an active member.

(2) With the qualification implied by my (1) above I would go along with John on his (2) also.

RECEIVED  
RADIO STATION

MEMORANDUM

SEP 26

8 45 AM 1952

15 September 1952

WILL & WIUC  
UNIVERSITY OF ILLINOIS

TO: Officers and Board of Directors, NAEB

FROM: Burton Paulu

I thought you might be interested in stories and articles appearing in the Twin Cities newspapers relative to the "Jeffersonian Heritage" series, so I had copies made and am circulating them herewith.

Enc.  
EP:cjm



WILL JONES' COLUMN

Minneapolis Morning Tribune

Sept. 11, 1952

Claude Rains plays Thomas Jefferson in a fascinating new series of radio dramas, "The Jeffersonian Heritage." The series, which starts next Tuesday at 1:30 p.m. on KUOM, uses Jefferson's writings as a springboard for some pretty imaginative radio essays on freedom.

In the second program, for instance, Jefferson gets involved in a posthumous argument with a Russian commissar. The commissar quotes Jefferson on revolution to prove that the American patriot would have approved of the Russian revolution.

Jefferson quotes Jefferson further to prove that he wouldn't have done any such thing. After casing the first two programs at a preview hearing, I'd recommend tuning in.

The 13 recorded dramas were produced by the National Association of Educational Broadcasters with funds provided by the Ford foundation. They make their bow on educational radio stations next week. Later they may be heard on commercial stations and networks.

Meanwhile, with the Jefferson series finished, the same groups are at work on two more series: "People Under Communism," a drama series on life in Russia, and "The Ways of Mankind," dramas based on anthropological studies.

\* \* \* \*

EDITORIAL IN THE MINNEAPOLIS STAR

Saturday, Sept. 13, 1952

"Jefferson on the Air"

The Ford Foundation, through a \$300,000 grant to the National Association of Educational Broadcasters, has made possible a distinguished venture in radio -- four series of contemporary and historical significance, the first of which, "Our Jeffersonian Heritage," will be heard over the University of Minnesota radio station, KUOM, beginning Tuesday at 1:30 p.m.

"Our Jeffersonian Heritage," like the series to follow -- "The Nature of Man," "International Understanding," and "Public Affairs" -- is an attempt to bring the highest professional techniques in writing, producing and acting to the job of adult education by radio.

The series on Jefferson communicates the principles and philosophy of the author of the Declaration of Independence, stressing at the same time the validity these have for our lives today. The whole thing is set against the background of revolutionary and post-revolutionary America, but purely biographical treatment of Jefferson the man has been avoided.

The Ford Foundation money enabled the NAEB to hire the best obtainable skills for the job. Professor Dumas Malone of the Columbia university history department, perhaps the greatest living authority on Jefferson, was retained to do the research work and advise on historical details. Claude Rains, the movie actor, was engaged to play the part of Jefferson.

A group of Twin Cities newspapermen invited to hear "previews" of two programs in the Jeffersonian heritage series were unanimous in their approval and enthusiasm. This is education and entertainment combined at a very high level indeed. It is a pleasure to commend the series to radio listeners.

\* \* \* \* \*

'THE JEFFERSONIAN HERITAGE' SERIES ON KUOM ACCLAIMED

By John H. Harvey

It is not usual for this column to deal with radio, but there is one broadcast series about to begin this week on a local station which I believe should be called to the attention of persons interested in a rare commodity on the airwaves--quality.

The series in question is called "The Jeffersonian Heritage". It will be presented for 13 weeks beginning at 1:30 p.m. Tuesday over KUOM.

Dealing with the philosophy of Thomas Jefferson, it should do much to clarify the true principles of that much-abused term "Americanism".

The accuracy of its historical background is attested by the fact that it was produced in close consultation with Prof. Dumas Malone of Columbia university, perhaps the country's greatest authority on Jefferson and his writings.

The presentation of the ideas and their application to our political and social problems through the years is what gives this series its other great distinction.

In the first place, the material is handled with great imagination and dramatic effectiveness. In one of the half-hour broadcasts, for example, the spirit of Jefferson is brought from his resting place in Monticello to testify in behalf of the communist revolution and turns out to be a hostile witness, debating the differences between ideologies of the American and Russian revolutions with a commissar.

In the second place, the beauty of the language used throughout is notable. This is due to a great extent, of course, to the fact that many of the lines spoken by Jefferson are excerpts from his writings. But the script writers, Morton Wishengrad and Milton Geiger, two of the top men in the radio-television field, have so steeped themselves in the Jeffersonian style that the high literary level is well sustained and transitional passages are smoothly managed.

In the central role, Claude Rains does an admirable job of characterization. His Jefferson is a man of fire, of lofty ideals, quick wit and clear vision--yet a thoroughly human person for all his lofty qualities. Mr. Rains, moreover, has a sharp ear for the clear, ringing music of Jefferson's language.

\* \* \*

The incidental music, composed and conducted by Wladimir Selinsky, while of no great originality, is both good and serviceable, combining folk flavor with evocation of the Colonial period. Not inspirational, I should say, but quietly persuasive.

This sort of thing was not done overnight. I understand it took more than a year to prepare. It was produced for the National Association of Educational Broadcasters with funds provided by the Ford Foundation.

This series, produced with a generous budget and freedom from commercial pressures, is a fine example of what can be accomplished in radio as combined high-grade entertainment and education.



UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

AIRMAIL

RADIO STATION KUOM  
770 ON YOUR DIAL

9 October 1952

Mr. Graydon Ausmus  
WUOA, University of Alabama  
University, Alabama

Dear Graydon:

I'll be on deck for the meeting on the evening of the 16th in Washington. This means I will fly out of here about 7 A.M. on that date arriving in Washington in early afternoon.

Let me know which hotel to go to so that I can pick up my room. I think I will go on to New York sometime late on the 17th or on the 18th in order to do a little University of Minnesota business while there.

I assume that the expenses from Minneapolis to Washington and back will be paid by the Kellogg Fund through the University of Illinois. Expenses from Washington to New York will be paid by the University of Minnesota.

Looking forward to seeing you in a few days.

With best personal regards,

Sincerely yours,



Burton Paulu  
Manager

BP:cjm

P.S. I talked on the phone with Dick Hull this afternoon a little while after he had talked with Si and George. Apparently there will be a meeting here on the 3rd, etc., of the Board and the Adult Education Committee. I am reserving rooms for this meeting.

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#### PARKER WHEATLEY

WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

Maine, New York, Connecticut, New  
Hampshire, Massachusetts, Vermont,  
Rhode Island, Pennsylvania, New  
Jersey, Delaware and Maryland.

### Region II

#### ALVIN GAINES

WABE, Board of Education  
Atlanta, Ga.

Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

### Region III

#### WALDO ABBOTT

WUOM, U. of Michigan  
Ann Arbor, Mich.

Ohio, Michigan, Indiana, Illinois  
and Wisconsin.

### Region IV

#### RICHARD B. HULL

WOL, Iowa State College  
Ames, Iowa

Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

#### JOHN DUNN

WNAD, U. of Oklahoma  
Norman, Okla.

Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

#### ALLEN MILLER

KWSC, State College of  
Washington  
Pullman, Washington

Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Communica-  
tions Research Institute.  
Urbana, Illinois

## SECRETARY AND PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

7 October 1952

Mr. Parker Wheatley  
WGBH, Lowell Institute  
Broadcasting Council  
Boston, Massachusetts

Dear Parker:

Both of your letters arrived this morning (Oct. 6). I think I have arranged to handle this in the most expeditious way possible. Here are the details.

I do not have a full and up-to-date list of NAB<sup>D</sup> members. Miles, however, does have one down at Urbana. I investigated and found that the University of Minnesota and the University of Illinois are both connected by teletype and that I could have the text of the amendment teletyped down to Urbana for a couple of dollars. I arranged, therefore, to have this done and meanwhile called Miles' secretary in Urbana asking her to be ready for it, to duplicate it and to mail it out this afternoon, and to get it touch with me by telephone or teletype if there should be any snafu in the transmission of the amendment.

I hope that all goes well and that it reaches the members in time. Strictly speaking, thirty days are supposed to elapse between notification and voting so that if this doesn't reach the members by October 8, they might object to voting on it November 8. However, I think it should be distributed in time.

I hope that this works out satisfactorily.

I am sorry about this business of receiving your call collect. It isn't difficult for me to make calls out and charge them to my home phone and then reimbursing myself with NAB<sup>D</sup> funds. But to receive a call collect from outside at a university number and have it charged to some other number than that one is just too darn complicated! Please forgive me for turning the charge back on you.

With best personal regards,

Yours sincerely,

Burton Paulu  
Secretary and Publications  
Editor

BP:cjm

RECEIVED  
MEMORANDUM

OCT 25 8 54 AM 1952

23 October 1952

TO: NAEB Board of Directors

FROM: Burton Paulu

WILL & WUC  
UNIVERSITY OF ILLINOIS

Today I received the attached communication from Al Gaines. I am not certain if he sent one of these to each of you or if he sent one to me as secretary expecting me to convey it to members of the board. In order that you will be certain to receive Al's resignation, I am circulating it herewith.

Enc.

BP:cjm



BOARD OF EDUCATION  
of the City of Atlanta  
Atlanta 3, Georgia

Administrative Offices  
City Hall

October 21, 1952

TO: OFFICERS AND DIRECTORS, NAEB

FROM: Alvin Gaines, Director Region II

This communication constitutes my resignation from the Board of Directors, representing Region II.

First, let me express my appreciation to all of you and through you to the membership of NAEB for your friendship and support during the two years it has been my pleasure to be on the Board.

Second, this move is dictated by personal considerations having nothing to do with the NAEB.

I have learned much during the past two years and I only hope I have been able to make some small contribution in return.

My best wishes go with each of you in the coming months.

Sincerely,

/s/ Alvin Gaines  
Alvin M. Gaines.

AMG:AB

November 12, 1952

Dr. Burton Paulu  
KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

From one who appreciates the work involved in conventions, please accept my sincere thanks for your hospitality last week. You deserve much credit, sir.

Congratulations to you, sir, for your ascendancy. You are a pillar of NAEB and all that it stands for.

Incidentally, I heard from the ladies that your wife performed noble service, too. I'm sure all the ladies appreciated the work of your wife, and I'm sorry that Eleanor wasn't along.

Sincerely,

Frank E. Schooley  
Treasurer

FES:fmh

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## VICE-PRESIDENT

GRAYDON AUSMUS  
WUOA, University of Alabama  
University, Alabama

## TREASURER

FRANK SCHOOLEY  
WILL, U. of Illinois  
Urbana, Ill.

## EXECUTIVE DIRECTOR

JAMES MILES  
GREGORY HALL, U. of Illinois  
Urbana, Ill.

## GENERAL COUNSEL

MARCUS COHN  
Cafritz Building  
Washington, D. C.

## REGIONAL DIRECTORS

★

### Region I

PARKER WHEATLEY  
WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

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Hampshire, Massachusetts, Vermont,  
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WADE, Board of Education  
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Ohio, Michigan, Indiana, Illinois  
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RICHARD B. HULL  
WOI, Iowa State College  
Ames, Iowa  
Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

JOHN DUNN  
WNAD, U. of Oklahoma  
Norman, Okla.  
Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

ALLEN MILLER  
KWSC, State College of  
Washington  
Pullman, Washington  
Montana, Washington, California,  
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## SECRETARY AND

PUBLICATIONS EDITOR  
BURTON PAUL  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

19 November 1952

Mr. Frank E. Schooley  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

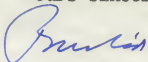
Dear Frank:

Thank you for the kind words. I appreciate very much your  
comment on the convention.

Our thanks go to you for your willingness to continue as  
NAEB treasurer. We need somebody in that job who is steady, reliable,  
and dependable and you're the man! I, for one, should have been  
terribly disappointed had you been unwilling to continue for another  
year. I know the job is a bit onerous, but your help in it is so  
important -- the more so since so many of our members seem wonderful  
at floating around in free balloons but not so good in meeting hard  
cold facts such as bills!

I understand I'll be seeing you in Chicago December 4. So  
long until then.

Yours sincerely,



Burton Paul  
Vice President

BP:cjm



MEMORANDUM

December 22, 1952

TO: President J. L. Morrill

FROM: Burton Paulu, Manager of KUOM

SUBJECT: A proposal for the joint operation by the Minnesota educational community of one or more noncommercial educational television stations.

In any plan for one or more noncommercial educational television stations for Minnesota, the determination of the licensee must be a basic consideration. Furthermore, any proposal for educational television in Minnesota must provide adequate participation at the policy level for the state's entire educational community.

The proposal has been made that the University of Minnesota serve as licensee of these stations. Under this proposal the participation of other educational institutions, school systems, agencies and groups can and should be definitely assured through the establishment of a Minnesota Educational Television Commission which would play an authoritative role in policy determination.

A. BASIC LEGAL REQUIREMENTS FOR THE LICENSEE

Every broadcasting station must have a licensee who thereby assumes certain responsibilities before the law.

(1) All stations must be operated in accordance with the provisions of the Communications Act of 1934 and the Federal Communications Commission's Rules. Among other things these require that the licensee be ultimately responsible to the Commission for the station's program output and technical operation. This responsibility cannot be shifted to anyone else; the licensee therefore must be prepared to undergo any penalties assessed against him by either the FCC or the Federal Courts as a result of violations of the Communications Act or the FCC rules.

(2) The Commission's Rules also provide that the licensee of a non-commercial educational television station be prepared to serve the general educational television needs of its entire area; in other words, such licensee could not operate solely with reference to its own immediate interests. Among other things it must make air time available to other educational groups and agencies.

(3) Many legal responsibilities stemming from other sources than the Communications Act of 1934 also must be borne by station licensees. Thus a licensee must comply with the copyright laws or be subject to civil suits for their infringement. He also is subject to libel and slander suits growing out of material he may have broadcast. In addition to these matters directly concerned with broadcasting he also is subject to many legal requirements of a more general nature.

## B. THE UNIVERSITY OF MINNESOTA AS LICENSEE

Who should be the licensee of Minnesota's noncommercial educational television stations? First, let us determine who under the law could be the licensee. The Federal Communication Commission's television rules provide that a noncommercial educational television station may "be licensed only to nonprofit educational organizations," public or private. In Minnesota therefore such a station might be licensed either to a single institution or agency (college, university, or public school system), or to a corporation created for that purpose, made up of several such educational institutions and organizations. Good reasons may be advanced for either of these alternatives. Licensing to a single institution -- the University of Minnesota in particular -- may seem preferable for the following reasons:

(1) The stations would acquire stability if licensed to an already existing institution, organization or agency, rather than to a new corporation set up especially for that purpose. They also could benefit importantly from the extensive administrative services which a going institution could provide.

(2) The University of Minnesota is immediately qualified to serve as licensee, because of the state-wide nature of its educational functions, the extent of its general resources, and its radio and television broadcasting experience. It would be the logical focal point for the many and diverse educational groups which would be involved in programming the station; it would offer the most productive single source of program material (even though wide use must certainly be made of the educational television program resources of the entire state); and its thirty years as radio station licensee would provide a valuable experiential background against which to develop the new educational television network.

Furthermore the University could make available to the television project such services as the following: fiscal procedures -- payroll and purchasing; legal arrangements -- the letting of construction bids and the assumption of contractual obligations; the maintenance of records; and physical plant administration. Direct broadcasting costs would have to be paid from funds appropriated expressly for that purpose, but most of the special services listed above would be available to the project at considerably less cost if the University were the licensee. On the other hand, if a new independent corporation were the licensee, it would need to devote a sizable portion of its funds and personnel to setting up and maintaining these administrative and service functions.

## C. THE MINNESOTA EDUCATIONAL TELEVISION COMMISSION

If the University of Minnesota were the licensee of these stations, how could active participation by the rest of the Minnesota educational community be enlisted and assured? To accomplish this the University would propose and require a state-wide Minnesota Educational Television Commission which would: insure that these stations effectively serve the educational television needs of the entire state; give the Minnesota educational community

participation in management; and make available to the project the combined educational television program resources of the state.

This Minnesota Educational Television Commission might consist of some twelve or fifteen members well acquainted with the needs, interests and problems of such major groups interested in educational television as the following: large-city school systems such as Minneapolis, St. Paul and Duluth; smaller school systems, both urban and rural; private schools; parochial schools; teachers' colleges; liberal arts colleges; the University of Minnesota; Minnesota State Department of Education; other interested Departments of the State of Minnesota; groups like PTA's concerned directly with education; agricultural and labor organizations; and non-educational groups with public service interests. These Commissioners would be outstanding citizens who would serve as representatives of the public rather than as proponents of special points of view.

How should Commission members be chosen? Since the stations would not be licensed to it, the Commission would not need to be a legal entity; in any event its composition might be more flexible if it were not created by legislative or other official act, although the latter possibility should not be precluded. In view of the fact that our present state-wide Committee includes spokesmen for most of the groups proposed for representation on the Commission, the Committee should participate in setting up the new Minnesota Educational Television Commission.

Once constituted, the Commission would be concerned mainly with such problems as the following: drawing up and presenting to the legislature requests for continuing financial support; determining over-all program objectives; and setting policies as to representation and time-assignments of various interest groups and educational agencies. It would charge the licensee to carry out these policies, and would set up special committees of the type suggested below to assist in this process. Finally the Commission would periodically review the performance of the licensee.

The influence of the Commission would be extended, and the work of the licensee facilitated, by the Commission's appointment of special program committees to work with the licensee. Contemplated here are committees of content experts in such major program areas as adult education, broadcasts to schools, agriculture, and general cultural subjects.

#### D. RELATIONSHIP BETWEEN THE EDUCATIONAL TELEVISION COMMISSION AND THE UNIVERSITY OF MINNESOTA

The relationship between the Minnesota Educational Television Commission and the University of Minnesota would be that of a policy-forming Board of Directors and an operating organization. The University would assume the role of trustee in operating the stations for the educational community of Minnesota, and administratively the stations would be a division of that institution. The University would act upon the program content guidance provided by the special committees appointed by the Commission.



The University of Minnesota as licensee could not legally divest itself of actual program operation and decision as to performance standards and predetermined policy; but with good faith between the University and the other educational groups, institutions and agencies in the state, the Commission would for all practical purposes determine basic station policies, subject to FCC regulations and a delegation of authority by the University Regents.

There is precedent to indicate how station licensees do accept outside program guidance. Every network station is individually responsible before the law for the network programs it carries. Yet such stations rarely know or are concerned about the exact contents of their network programs; in effect, therefore, they delegate responsibility to a network which they are certain will maintain acceptable program standards. Many examples also could be cited of educational institutions and agencies in our own state which in fact have complete independence of program judgment in broadcasting over local commercial and educational stations of which they are not the licensees.

#### E. SUMMARY

With the University of Minnesota as licensee working with a Minnesota Educational Television Commission as here proposed, it would be possible for the entire educational community of the state to participate in the policy-direction of a state-wide educational television network. This arrangement would also insure program contributions from many institutions and agencies.

Subject to the policy direction of the Commission, the University of Minnesota as licensee would administer the stations as trustee for the educational community of the state. The University -- the natural focal point for a state-wide educational activity of such broad scope -- would offer the project its extensive broadcasting experience and program resources, as well as a long-established service organization, thus permitting the project staff to concentrate its major efforts on the development of an educational television broadcasting service.

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

24 December 1952

Mr. James S. Miles  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

Here it is the morning of December 24 and I am dictating a reply to your important memorandum of December 19 relative to the television training project, a project which you asked me to reply to so that you would get my comments by this morning. I am sorry for the delay, but I just couldn't make it before now.

I like very much the idea of developing these training programs. We certainly will need some people. Especially, we are going to need experienced administrators to head these stations: my three days down at the Atlanta conference earlier this month pointed that up as never before.

One of our problems is how to train people for educational television and not have them run off and sell their services to the highest bidding commercial station! I suppose we'll just have to choose our subjects carefully and then hope for the best.

Generally speaking this is my thought about this. I think that the ideal setting is one where you can get people to go on the air, live, combining their live air presentations with an opportunity to work in a closed circuit situation. Looking at this from the standpoint of developing one such training center at the University of Minnesota, I like a procedure somewhat as follows:

Supposing we go to one of the two local commercial stations and get time on the air for a series of programs. (We already have one half-hour series on WCCO-TV; and if KSTP ever settles its strike, we should be able to get a regular series on their air too.) We would then build the project around a series of actual telecasts, and class members would come as close as union rules and their talents permit for the actual business of planning and presenting these shows on the air. We would use our closed circuit facilities here at the University for rehearsing and trying camera shots, etc., for the air series and would also center about this equipment various kinds of projects which would not necessarily have any direct relationship to the air shows.

This procedure, I think, would have the advantage of combining the motivation to be derived from going on the air with actual workshop conditions. One reason that I like this idea is that the symphony television project which is now in full swing is giving us at KUOM the best chance to learn television production we've ever had. As of the moment, Dawson, Irv Fink, Holmberg, several of our engineers and several of our miscellaneous employees and I are putting in what amounts to full time on the series; and other members of our staff are going to be in on it before very long. Just last night, for example, Bretz and I worked for three hours choosing camera shots for the first movement of the Schubert Unfinished Symphony. All of this has been teaching us a great deal about television production and is doing so much better than if we were getting ready for a kinescope or a closed circuit presentation.

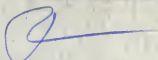
As of the moment (10 A.M. Wednesday morning) we have three microphones and two cameras (all University of Minnesota property) set up on the stage in Northrop Auditorium with which we are testing both sound and sight pickup for the first telecast which will be on January 4. Here, you see, we are using our closed circuit equipment to supplement the television station facilities which will be used when we go on the air. This combination has been working so well in teaching us television that I think it could work well in teaching others too.

On page 2 you mention 400 trainees within the next 18 months. I don't know what the exact number should be -- it may be that we can't train that many people well, but anyway we can train a corp for each area of the country.

Well, Jim, that's not a complete answer to your project, but it will give you a little idea how my thinking is going.

With best regards for a happy holiday season,

Yours sincerely,



Burton Paulu  
Manager

BP:cjm

cc: Graydon Ausmus✓



MEMORANDUM

December 22, 1952

TO: President J. L. Morrill

FROM: Burton Paula, Manager of KUOM

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UNIVERSITY OF MINNESOTA

GENERAL EXTENSION DIVISION

MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

24 December 1952

*Burton  
on TV Training,  
Symphony etc.*

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I have your letter of December 18 relative to the executive directorship and the executive committee meeting which you proposed.

I would be all for Harry Skornia if he is willing and available to take the job. I agree we should not wait longer than June 1; the question of how long we wait of course depends upon how pressing things are, and I don't suppose June 16 is any worse than June 1, but certainly we shouldn't go much beyond that if we can help it, -- and if we can get it done sooner, so much the better!

I would certainly go along with the idea of having Frank Schooley do the job in the interim between Miles' departure and the new executive director's taking office. I agree that a division of responsibilities between Frank and Jim would not be desirable; Jim can be available for consultation, but decisions should be made by one person, not by two.

I would also go along with the reconstitution of the committee. We are making progress on our state network project and also on our symphonytelecast series; but both of these will require tremendous effort on the part of all of us at KUOM, and I certainly wouldn't be able to do justice to the job of looking for an executive director at this point.

So far as general advice to the new committee goes, assuming that Skornia is not available, that is--I think we may make a mistake if we look too high. There is, after all, an important basic housekeeping job that has to be done; and if Adkins or Crabbe can do it, then I'd be for hiring them or somebody like them. Frankly I think that the questions about the new NAEB headquarters raised by the setting up of the new FAE television-radio production and distribution center may make this position somewhat less durable than we had originally thought and may make it hard to get someone of Greenlee's caliber.

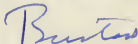
As far as the executive committee meeting goes, I would not be able to leave Minneapolis until after January 25. That will be the date when our telecast series takes a little break; we have broadcasts on January 4, 11, 18 and 25, the next one not coming until February 22. I may be able to get away for a meeting or two shortly after January 25, but certainly not before then. Furthermore, the legislature meets on January 6, and I will be concerned with the planning and launching of the bill which corresponds with the state network.

For these reasons I will not be able to leave Minneapolis in January; however, I could meet in the 8th or the 9th provided the meeting were held here in Minneapolis, although earlier in the week would be somewhat better. That particular week is going to be particularly rough. Rudy Bretz will be with us through January 4 and then will have to be away until January 10 in order to meet a prior commitment in Columbus, Ohio; this means that I will have additional duties in regard to the telecast project above and beyond those which I would be assuming anyway. However, I think I could take time out to meet with the committee if it met in Minneapolis but otherwise I'm afraid I could not tear myself away for that long.

I'm enclosing a copy of the memorandum which I drew up and which was discussed at yesterday's meeting (December 22) of the Minnesota Committee on Educational Television. This interim committee, representing 35 state-wide organizations, named a chairman and three vice chairmen. It also had to hear the complaints of Stanley Hubbard and Madeline Long!

With best wishes for a happy holiday season,

Yours sincerely,



Burton Paulu  
Manager

Enc.  
BP:cjm



January 6, 1953

Dr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Thank you for sending me a copy of your memo to President Morrill dated December 22. This is a constructive piece which I think should be forwarded to Ralph Steetle for possible JCET distribution.

I shall call you either Thursday or Friday while in Urbana for specific reaction to two or three things. The purpose of this quick letter is to bring you up to date on two developments. I had a call from Griffiths and Fletcher this morning. They had received copies (how I do not know) of Miles' memo on the proposed TV training project. Two or three statements in Jim's communication caused Griffiths and Fletcher considerable concern. They were afraid we were attempting to go around or ignore the program launched by them under their scholarships, fellowships, and internships plan and felt that we were approaching a far too ambitious undertaking. The attitude expressed by telephone represented an abrupt about-face because he had not only requested me to submit a plan for a rather extensive training program during our conversation at Sacramento, he mentioned it in a later letter. I had a feeling today that Fletcher had perhaps put the "bee" on Griffiths who may or may not have spoken out of school. I had attempted to calm the troubled waters and tried to assure them that we were merely interested in exploring the full needs for TV personnel. They both agreed that we should go ahead with this but hoped we would not ignore the plans being made by their own group. I shall talk to Wilbur Schramm and Bob Hudson concerning this.

In addition to this matter, Fletcher discussed with me the NAEB Advisory Committee to the President of the new Center. Dick Hull's name has been submitted to the Center Board as the educational broadcaster to be named to the Board and action will be taken on this nomination at an early date. Fletcher asked me to request that the Executive Committee of NAEB name a four-man Advisory Board who would work with Dick Hull as an Advisory Committee to the President of the new Radio and TV Center. He made it clear that this committee was not to be appointed by the President but was to be named

by the Executive Committee. He would like me to wire him the names of those people this week. I would appreciate your having your suggestions ready by late Thursday afternoon so we may discuss these by phone at that time and decide upon them.

Bob VanDuyn will meet with us on Friday to discuss the NAEB Kellogg Foundation relationships. I still wish it were possible for you to be there but I understand your preoccupation with things at home. I assure you my own work here is suffering because of the necessity of trips.

Another matter I should like a reaction to at a later date is your recommendations concerning the future of JCET. I have been invited to a "JCET seminar" in New York on the 21st and 22nd where plans for the future of JCET will be discussed in considerable detail by representatives of the constituent members. I shall rely very strongly upon the recommendations which you and Sy will make to me. I assume that Ralph will invite Sy to this meeting, also, and had hoped he would invite you, too. Give this some thought and let me hear from you before too long.

My best wishes for your continued successful development of TV in Minnesota.

Very sincerely yours,

Graydon Ausmus  
President

GA:pse

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

AIRMAIL SPECIAL DELIVERY

8 January 1953

Mr. Graydon Ausmus  
National Association of Educational Broadcasters  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Graydon:

I have your letter of January 3. Unfortunately I just couldn't make it to the meeting on the 8th and 9th in Urbana much as I should like to.

Seldom has a month been so busy for me as this past month, and never has a week been like the one I've just gone through! Our opening Minneapolis Symphony telecast last Sunday was highly successful, but it left in its wake a tremendous number of details to be taken care of before the next program goes on the air January 11. With Rudy Bretz out of town all week I had to do some additional work. (Incidentally, the new Television Production Center which we talked about during our last meeting in Chicago gave us \$7500 to kinescope this series, that being the first grant they've made anywhere, which is another reason that we want the programs to go out just as they should.)

Then there is the matter of our educational television network. The legislature opened this week, and subcommittees from our statewide television committee met three times. Yesterday I got together with the president, the two vice presidents, the director of public relations, and the dean of the extension division to draw up a resolution which the regents are expected to pass tomorrow after its review by one of the subcommittees this morning. I have to be around when important meetings of this kind are taking place in order to do the leg work when Mr. Morrill calls. So that's just another reason why I had to stick around Minneapolis this week.

But I will send along a few ideas for you boys to kick around in Urbana. In the first place I am not quite clear in my mind about the educational television seminar for which FAE promised \$5000. If one were to assume that I might have much to do with managing an educational television network, which would be the best thing for me to do: stay here and see our bills through the legislature, thus getting acquainted with the various factions with which the network would have to deal, or go to a seminar out of the state? I know I'd learn a great deal from such a meeting, but maybe I'd do better to stay here while this is all developing. What do you think? And how would this apply to other people in the position in which I may be if and when we get a network here?



I am glad about Skornia. I certainly approve that arrangement and also the appointment of Schooley as acting executive director on a temporary basis until June.

I am especially sorry I can't be with you to discuss the subject of training television personnel. Such a subject is pretty hard to review by mail, so I won't have much to say about it here except to repeat my sentiments in favor of doing projects locally which would combine on-the-air-work with training programs. Coming back to our symphony telecast, which is pretty prominent in my thinking right now, it is providing us with the best training in television production that anyone could imagine. We have one or two other series going on local television stations, and the people on our staff working on them are also learning a great deal.. It is for that reason that I am inclined to think of a combination workshop and broadcast series, something that would be possible in any place which had access to television stations as well as some workshop unit. But when you discuss this problem in your meeting, you may find my procedure quite impossible to follow; so don't let anything that I have said stand in the way of drawing up any plan which you in your group discussion may arrive at.

Incidentally what is the relationship between the television training program you mention on page 2 of your letter and the FAE plans for training television personnel about which some of us met with Hudson, Blakely, and others in New York in November? It seems to me FAE intends to provide some kind of internships for training in the very near future. Would this plan about which you write be a part of that plan or something different?

Sometime soon the Executive Committee and/or the Board of Directors is going to have to look into the matter of our Fulbright scholarships. Grapevine report seems to indicate that there will be one to England but not for the continent. What have you heard about this? In any event, we've got to be sure to avail ourselves of the best possible advice in selecting the best people who represent us in this capacity. I think there are two things we have to be sure of: we get people who will meet the general requirements for Fulbright scholars imposed by the committee's choosing people who work in the other fields; and that we do so with the maximum of objectivity. Specifically, I think it is important that the people we send over to Europe compare generally in caliber and type with the Fulbright scholars who go over to work in fields such as biology, history, English literature, etc., etc. You know my constant ~~hesitation~~ on the subject of status for our own group within our institutions. Well, we want that within the Fulbright community, too, and we aren't going to get it if we send over a station announcer or program director who doesn't fit into the general Fulbright pattern. I realize, of course, that we have got to get people who have a background in broadcasting and that folks with a dozen degrees after their names may not understand our problems at all. But we do want those who will represent us well among Fulbright people. We also want to avoid injection of personal factors in the choice of these people. It would be most unfortunate -- I am sure you would agree -- if the selection of Fulbright people became a log-rolling operation within the Board of Directors. The fact that one or more members of the Board might be good people to choose is all the more reason why we should set up some system for choice which would result in maximum objectivity in selection and the avoiding of any personal clashes among members of the Board. For this reason I suggest that we call upon some people who are generally familiar with Fulbright procedures. George Probst's friend at the University of Chicago, Walter Johnson, with whom I believe George had his talks

originally, would be such a man. We could perhaps get one or two people who are acquainted with the inner workings of Fulbright selection, supplementing <sup>them</sup> ~~him~~ with someone from our own group who could represent our point of view. The man from our group should be, I firmly believe, someone who is not personally interested in a Fulbright scholarship and who has no axes to grind so far as obtaining them for anybody else. This procedure may not be the ideal one, but I am putting it in this letter as the basis for consideration by the Executive Committee. The main thing is: we must get the best people we can in order to represent us in our relationships with other groups and in order to do our own organization the most good.

My best regards to you and to other members of the Executive Committee meeting in Urbana.

Yours sincerely,



Burton Paulu  
Vice President

EP:cjm

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KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

January 17, 1953

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

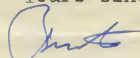
Life continues to be hectic, lively and interesting, on account of our Symphony project and network planning. It will clearly be impossible for me to get to the Waldorf Astoria meeting this coming week. However, I will definitely be in New York for the committee meeting on January 27 and 28.

Let me know where it will be and whether I should make my own hotel reservations or if someone else will make them for me.

When I see you I can give you the saga on telecast-  
ing the ninety piece symphony orchestra with all the  
trappings; and ~~they~~ have a kinescope or two as evidence  
of results achieved.

So long until next week.

Yours sincerely,



Burton Paulu  
Manager

BP:msp



January 10, 1953

TELEGRAMS TO: Harold McCarty, WHA, University of Wisconsin, Madison  
George Probst, Chicago Roundtable, U. of Chic., Chicago  
Burton Paulu, KUOM, Univ. of Minnesota, Minneapolis

NAEB EXECUTIVE COMMITTEE NAMES MCCARTY, PROBST, PAULU, AUSMUS

ADVISORY COMMITTEE TO THE CENTER PRESIDENT. WIRE ACCEPTANCE.

GRAYDON AUSMUS, RESIDENT  
BOX 2002, UNIVERSITY, ALABAMA

119 Gregory Hall  
January 23, 1953

Dr. Burton Paulu  
K U O M  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Knowing that the attached letter was going, I asked for a copy to send to you -- so we could have complete executive committee view on the problem. If you'll let me have your views, formally or informally, then we'll add them to the resolve.

For your more-or-less confidential information, Will's doc has given him hell. That's reason he's turned down Ausmus committee chairmanship. That's reason he'll be gone shortly for at least a one-week vacation. He ought to recoup. He looks tired now.

Otherwise, things are more or less in shape, and if I keep them from sinking until Harry gets here, all will be well.

Regards

Frank E. Schooley

January 3, 1953

Dictated by Mr. Ausmus  
and signed in his absence

Dr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

There are so many urgent matters which we have to take care of that I am going ahead with the meeting in Urbana on the 8th and 9th. I am asking Dick to come over from Ames though I have no assurance he can make it. You indicate in your letter of December 24 that you might be able to meet with us if we could meet in Minneapolis, but I think this will be impractical. The purpose of this note is to request that you squeeze in just one day with us in Urbana if at all possible.

At the Urbana meeting we should be able to wrap up plans for the training of educational TV workers, plans for the educational TV seminar, final decision on the Executive Director, and should do some pretty clear thinking on the relationship of the Radio and TV Program Center and our NAEB Tape Network. I have asked Bob VanDuyn to come down to Urbana to meet with us at least one-half day so that we can get his thinking on these and some other problems. You will recall that I asked Burton and Parker to draw up recommendations for the educational TV seminar for which FAE has promised five thousand dollars. You are also aware that both Dick and Parker recommended that this be abolished in light of the preoccupation on the local, state, and national levels with educational TV development. I discussed this possibility briefly with Griffiths in California and he was of the opinion that we should pin down a positive date at a later time right away unless we expect to abandon the idea entirely. The broader training program cannot be conceived as a place for developing a philosophy for educational TV and I feel that it is still highly desirable that we spend some time on this and plan definitely to go ahead with the seminar. I would appreciate your reaction.

Skornia is in the bag for ten thousand beginning June 1 and Schooley will become Acting Executive Director effective February 1 and continuing until June. Jim has talked to VanDuyn about this and finds him in complete agreement on it. I had discussed it with him at our convention in Minneapolis and had been assured of his willingness to accept this arrangement.



I disagreed with Jim's plans for the training of TV personnel on a number of scores. In the first place, I think it desirable to have the entire project located at one point and that the training be continuous for ten or twelve months bringing in different groups of twenty to forty people for a period of six weeks each. This would give us a backlog of approximately two hundred and fifty people by the end of the period. I think we might consider holding a management seminar for approximately two weeks at Ames next summer in addition to having the continuous training program for operating personnel. These are reactions to which I should like to have your response, if not in person at the Urbana meeting, then by mail if possible.

I hope you can find time to be with us at least one day in Urbana.

My best wishes for the success of your TV venture at Minneapolis; my kindest and best personal regards for 1953.

Sincerely yours,

Graydon Ausmus  
President

GA:pee

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Minneapolis, Minnesota

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SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

4 February 1953

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I had a pleasant and uneventful flight back to Minneapolis, landing around 9:30 Friday evening with the temperature in the mid-twenties. Twenty-four hours later the temperature was somewhat below zero: it made me think of the Southland and our projected trip to the Gulf!

I am still fighting the effects of the flu. Our program director, "Bun" Dawson, and our chief engineer, Bert Holmberg, were out most of the week I was in New York; and the naps I felt compelled to take last Saturday and Sunday -- rest during the day is distinctly the exception with me -- suggest that perhaps I should have stayed home and slept instead of going to New York.

Looking back on the things we discussed in New York, I don't have much to write here that I didn't tell you there. So far as the Fulbright set-up is concerned, I think the point is for you to synthesize the written data you picked up in New York and write a notice based upon that, sending out also dittoed copies of the Fulbright personal data sheets.

I believe we should recommend three people for each of the three posts for the following reasons: the letter from their secretariat suggests it; it is very possible one or more of our successful applicants may have to withdraw for reasons personal or professional at home; and because there is always a chance that one of our Fulbright nominees may either be taken ill before he can leave for abroad, or may not pass the physical examination which is a part of the procedure for those chosen as either regulars or alternates.

I think your letter also should point out the desirability of language proficiency. When our committee makes its choices, I don't think language should be an absolute barrier; however, take the example which I gave during the discussion in your room -- I would prefer Mac McCarty with a smattering of French and Italian to Joe Doakes who might speak those languages fluently but know little or nothing about the American educational broadcasting establishment. The notice, therefore, should stipulate that proficiency in the language of the country concerned will be weighed heavily but should not imply that proficiency is absolutely necessary (in view of the fact that we might in the last analysis take a man like Mac without a knowledge of French or Italian rather than a man like Doakes with much of it.)

Representing non-commercial, educational, radio and television stations, workshops, and production centers, owned and operated by colleges, universities, school systems and public-service agencies.

Monday when I got back to the office, I found waiting for me copies of our memorandum to the Television and Radio Center Advisory Committee. I have already mailed copies to you, Dick, George, and Mac.

I think I mentioned to you in New York that the Center wants a formal application from us for the second year's grant-in-aid program. I assume you will be taking care of this.

So far as the negotiations in Washington with the State Department and Congress are concerned, I still am not quite clear. In the discussions that George, Haydon and I had Thursday night after you left us, I stated very clearly that it seemed to me that what was happening was that George and Haydon were sort of free-wheeling in Washington and by implication at least committing NAEB to various positions in regard to the activities of the State Department's International Information Service. They insisted that we were under no obligation to accept any of the things they might arrange, but I nevertheless repeated my objection because I feel that what they do is by implication at least involving our whole organization.

I believe that at our next executive committee meeting this matter should be reviewed, and that it also should be on the agenda of our next Board of Director's session.

When I told Frances about the projected trip to Montgomery and the coast, she was very enthusiastic; and we are already making inquiries about travel arrangements. I trust that your wife can be torn free from the University of Alabama for a few days' outing; however, I want you to feel free to cancel any and all arrangements in the event that your family or professional commitments render it advisable for you to do so.

As usual I look back on our NAEB sessions with the feeling that we tried to do too much in too little time with the result that we didn't do anything just as we wanted to do it. Also, we were deprived of much opportunity for relaxed personal association. I feel the same way about this one, too, yet it was fun, and I think on the whole was a most fruitful session.

With best personal regards,

Yours sincerely,

Burton Paulu  
Vice President

BF:cjm  
(dictated but not read)



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WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

10 February 1953

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I have before me Earl Wynn's letter of February 7 relative to holding a Region II Seminar-Workshop at the University of North Carolina on March 13 and 14. I also have Frank Schooley's undated memorandum entitled "Re: 1953 Regional Conference (or Conferences)". Frank brings up the point that if we are going to have any regional meetings this year, we'd better determine them rather quickly. He also lists some of the suggestions which have reached him.

One of them was an idea from John Dunn relative to another meeting in Norman. You will recall that this was brought up by John at one of our Board of Directors' meetings last November in Minneapolis and did not meet with too much enthusiasm. I am inclined to question the value of another meeting in Norman. John did a first-class job of his session there last year, but I feel that these meetings should be distributed around somewhat. Norman benefited from the regional meeting last year and will have the convention next year. I think this is much as we should give to any one section of the country. I would certainly oppose a special NAEB meeting in Minneapolis in view of the "shot in the arm" given educational broadcasting there by the general convention held at the University of Minnesota in November. So I feel the same way about serving Minneapolis as I do about serving Norman.

I shall not attempt to evaluate Waldo's wish relative to the regional meeting since I am unaware of his having any current plans for such a session. Waldo benefited of course from an NAEB convention there several years ago. Allen Miller's absence from Washington would apparently cancel out that possibility, all of which brings us to Earl Wynn's proposal.

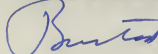
Earl's letter seems to indicate a pretty good start in convention planning. That section of the country would be a good place to have such a meeting since NAEB activities have tended to be centered either around New York or in the Middlewest. Earl is making progress in the matter of television planning which is another reason for giving him local support. He has also shown real initiative and ability in developing those trial kinescopes which indicates that he is really doing something on his own and isn't expecting us to do it all. Therefore, I would recommend very strongly a meeting at Chapel Hill.

I am not going into the matter of finances since I am not closely enough acquainted with our budget situation to do that. Frank however could tell us if we have the money. If we do have the money and unless

there are some reasons against holding this session with which I am not acquainted, I would suggest we go ahead with the plan such as Earl proposes.

I have a few minor suggestions relative to the program which I probably ought to save until the site of the meeting is determined. However, just for the record I might suggest that it should be either Miles or Schooley who report on the News-Letter (page 2) rather than me since it is no longer under my jurisdiction. Perhaps I could talk about some of our network television planning; it doesn't seem to me that that subject is being covered very much in Earl's proposed outline, and I think we in Minnesota have done as much as anybody in laying <sup>out</sup> the state plans. Unfortunately our legislature probably will not ~~mact~~ <sup>act</sup> one way or the other on our proposal until about two weeks after the Chapel Hill meeting, but at least the bill will be before them and I can give a progress report. However all of this can be decided in due course. If I come to the meeting, I shall be willing to make any contributions Earl wishes.

Yours sincerely,



Burton Paulu  
Vice President

cc: Jim Miles  
Frank Schooley  
Earl Wynn  
BP:cjm

February 13, 1953

Mr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Mr. Richard Hull  
WOI, Iowa State College  
Ames, Iowa

Dear Burton and Dick:

I have written for reservations on the Gulf at Fort Walton, Florida, for Friday night, Saturday and Sunday. If the weather is anywhere near up to the standard, it will be a marvelous week-end overlooking the Gulf of Mexico. If the weather is bad, we can sleep and read.

It is about 200 miles from Montgomery to the Gulf and we will leave Montgomery about 2:00 p.m. and get to Fort Walton about dark. Sunday afternoon we can drive back to Montgomery, to Birmingham, or to Tuscaloosa - at whichever point you desire to take a plane for the return trip or the four of you may stay at Fort Walton longer if you wish and Ora Mae and I will drive back home that night.

There are several possibilities for activity Saturday and Sunday. We can drive down the Gulf to Mobile and go through the Bellingrath Gardens one day and go deep-sea fishing the next if anybody so desires or we can loaf in the sand and eat sea food. There are dances at various joints Friday and Saturday nights and a considerable amount of just plain scenery. The shipyards in Mobile are very interesting and the azalea trail in Mobile is an experience.

By way of clothes, everybody should have a swimming suit in the event the sun is shining, but the ladies will not need any dress up clothes at all - a street dress, a pair of slacks, a skirt and blouse, and walking shoes or play shoes. I am taking a pair of blue jeans, a pair of shorts, and sandals.

The cabin will probably cost us around \$7.00 a couple per night. Deep sea fishing will be five bucks per person should we desire to go out and Bellingrath Gardens will cost \$1.50 per person if we go there. Food is very reasonable and I hope to find a cabin with an equipped kitchen.



Paula and Hull

February 13, 1953

Page 2

We can do as much or as little as you please, but I am sure it will be a very good week-end for us all. I look forward to seeing all four of you.

Sincerely yours,

Graydon Ausmus, Director  
Radio and TV Broadcasting Services  
Manager, WUOA(FM)

Dictated by Mr. Ausmus,  
signed in his absence.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE VICE PRESIDENT

11 February 1953  
(dictated February 12)

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

Sarah is recovering as well as can be expected after her broken leg, and I have caught up on my work that had accumulated while I was in New York, and now I am in the remarkable position of being able to reply to a letter the same day I get it! So here goes on your letter of February 9 just received.

I have already roughed out a letter to Fletcher which acknowledges his sending me copies of the report that we submitted to him in New York and also suggests the need for a reply from him acknowledging the report and commenting on it. In this I am also going to put something about giving us more chance to prepare for the next meeting. You will receive one of these in due course, once I have a chance to review the draft which is now on the dictaphone cylinder.

I have decided to make an application for <sup>one of the</sup> Fulbright scholarships. In the covering letter to Frank I <sup>reconsider</sup> myself "better qualified to represent NAEB in London than in Paris" but that I am listing France as a second choice anyway in order "to offer an alternative to the selection committee in the event that they have many more qualified candidates for the London than for the Paris post." It is more important for the Fulbright scholars to know American educational broadcasting than to know the language of the country to which they are assigned, although they should be well qualified in both respects. But it may be that the supply of people for the Continental posts with both language and broadcasting qualifications may be very limited, in which case the committee may prefer an experienced educational broadcaster who knows a little French and is willing to learn some more to someone who knows French well but has little or no knowledge of educational broadcasting. For this reason I have indicated Paris as a possible alternative."

I also state that I have discussed this with the proper administrative officials here at the University and that at present "they and I see no positive local commitments which would interfere with my accepting such a scholarship were it offered. In the event changes in my status here at the University of Minnesota should make it difficult or impossible for me to accept ~~such~~ an appointment, I will immediately inform you of that fact."

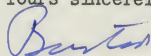
What I refer to here of course is the possibility of our getting the money for our television network. But the best advices here are that even though our committee <sup>is</sup> doing a bang-up job, the odds are perhaps a little against it; and the dean certainly recommended that I not make any positive plans depending upon legislative appropriation. In this case surely, a dollar in the till is worth any number in committee hearings!

You asked for a recommendation as to who might be the third member of the Screening Committee. I think Harold Engel would be ideal. He had a Fulbright scholarship, you know, and I think is the only member of our group who ever received one. He should know something about the whole business, and he also had the opportunity to work abroad under auspices somewhat like this. In addition to that Harold has breadth of vision, is well informed as to the problems of educational broadcasting, and would be above pettiness or maliciousness in passing on the qualifications of people with whom he is closely associated or with whom he might have crossed swords at some time or another. If he isn't available, I think Mac would be good for the same reasons (excepting of course the fact that he never was a Fulbright scholar; however he did go to England for awhile to study the BBC).

I am sorry that our trip to the Gulf is off. But Sarah's broken leg put an end to Mamma's travels for awhile, and indeed will keep Daddy at home even more than before, too!

With best personal regards,

Yours sincerely,



Burton Paulu  
Vice President

BP:cjm



UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

15 February 1953  
(dictated February 11)

Mr. Robert B. Hudson  
Director of University Broadcasting  
University of Illinois  
Urbana, Illinois

Dear Bob:

Thank you very much for sending me a copy of your memo of January 31 to Graydon Ausmus.

Let me say in all sincerity that this is exactly the memorandum I was waiting for! Some of these developments are beginning to confuse me very much. The purposes of the television seminar have never been placed in sharp focus for me, and I wasn't able to understand what would result from such a meeting. This state of confusion was heightened by my missing several recent NAB meetings on account of television developments at home which required my staying in Minneapolis. At our meeting in New York a couple of weeks ago I was confused on a number of developments but was inclined to blame my failure to follow the trend of events upon my absences from a couple of recent meetings and upon a recent bout with the flu.

But your memo of January 31 clarified things very well. As you can see from the enclosed letter, I am writing to Graydon and the Board giving the project my entire and enthusiastic support.

The television network developments in Minnesota are proceeding very well. Our Citizens' Committee director, Walter Finke, is doing a bang-up job. He has managed to make peace between the University and the Minneapolis Public Schools and pretty much on University terms! (I am enclosing a copy of my memo of December 22 to President Morrill which -- publicized only after the president had seen it and had made a few changes in it -- has been accepted as the basis for procedure.) The Board of Regents passed a resolution (a copy of which is enclosed) which the Minneapolis School groups were willing to accept. And the president of the Minnesota Broadcasters Association together with the heads of WCCO-AM and TV have publicly supported our request to the legislature.

Only this morning I had a long telephone talk with the folks at Marshall -- one of the towns chosen for a supplementary station, this taking the form of a conference between the Marshall station radio program director, the superintendent of schools, and the mayor down there who interviewed me as to our plans. This presumably will be broadcast by the Marshall station shortly. The folks at Marshall are very excited about having television brought to their community.

I am going to try to stick pretty close to home from now until the end of the legislative session, about the 5th of April. During my last trip to New York a few decisions were made about funds to be requested from the legislature in the making of which I should have been present. The answer of course is that I had better stick pretty close to home until this is all settled.

Anyway things are going reasonably well here and I am happy about that. The symphony television series is going well too: the kinescope I showed in New York wasn't too good from the standpoint of kinescope, and the projector used for it was even worse; but on the whole that series is going well too. Incidentally, I showed that kine to Howard Barlow and his production staff the next evening and they were very enthusiastic. It was projected immediately following a Voice of Firestone kine made by NBC, and the difference in quality between the NBC kine and the one that you saw at the FAE headquarters was considerably less than you would have expected. But we have high hope that the kinescope problem will be under control by the time the next program goes on the air February 22 and that at least two of the first four kinescopes will be of near-air quality, if not that.

The Paulu family life has been a bit complicated by the fact that last week my six-year old daughter fractured her right leg. This knocks the whole family routine out of order for awhile, but things are now back on the track again at home too.

With best personal regards,

Yours sincerely,



Burton Paulu  
Manager

Enc.-3  
BP:cjm

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

16 February 1953  
(dictated February 11)

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

Here is a memo I have just turned out to the Board of Directors commenting on your memo of February 7.

Your memorandum looks good. It follows, I note, the memorandum which Bob Hudson sent you dated January 31 (Bob sent me a copy too.) One thing I like about this is that it clarifies the relationship between this project and the Educational Television and Radio Center; much as I agreed with your proposal (page 3 of the committee's report) on the subject of "Program Resources Inventory," I couldn't see the relationship between it and the Center. But now it becomes clearer: this meeting would discuss program areas for development by the Center.

Things were a little rough starting a couple of days after I got home from the New York meeting but now we are back on the track again. I got home on Friday night, spent Saturday and Sunday catching up with homework, went to the office Monday and Tuesday, and had just about caught up with my pile of mail and local assignments. Then Wednesday afternoon, February 4, my little Sarah (aged 6) fell and fractured her right leg. That kept me home the next four days -- and let me tell you they were hard days for Frances and me as well as for little Sarah! But now Sarah feels pretty well, and we're back on the track again.

Important decisions relative to the nature of the request we should make to the legislature were taken during my attendance at the meeting of the Educational Television and Radio Program Center in New York. Had I been around here I would have been consulted and would have been able to suggest a few changes in the procedure. For this reason I am going to try to stick pretty close to home from now until the legislature either sinks or floats us around the 5th of April. However I am definitely reserving February 26 and 27 to be with you in Montgomery.



Mr. Graydon Ausmus

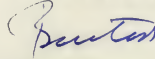
16 February 1953

At the moment I am trying to wind up plans for the next symphony program on February 22 and also to work on television network plans. Incidentally developments here are good: the president of the Minnesota Broadcasters Association is actively supporting us, and so are the Board chairman and president of WCCO-AM and TV. Just this morning I had a long telephone conversation with the mayor, superintendent of schools, and manager of the local radio station in one of the towns where we propose putting a satellite station, and they are really all for it. So far so good! The bill goes to the legislature in a few days, but we may have some hard going.

Let me say that I think you handled the difficult role of NAEB president very well at our New York meeting. There are always cross currents and much jockeying for position, and I thought you acquitted yourself nobly. Congratulations!

With best personal regards,

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Burton Paulu".

Burton Paulu  
Manager

Enc.  
BP:cjm

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE VICE PRESIDENT



NAEB

18 February 1953

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I have just finished looking over your letter of February 13 to John Dunn.

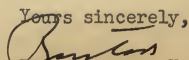
I am not fully informed on all of the points that you comment on -- in some cases you were replying to points raised by John in his letter to you which I did not see. But I did want to dash off a few paragraphs reporting my reactions to those aspects of your exchange of correspondence which are meaningful to me.

First of all, I should say that generally speaking John has been unduly concerned lest NAEB lose its identity. I am all for maintaining the identity of the organization, but I don't think that the way to do that is to limit our cooperation with other groups in big enterprises. So long as we continue to operate on a small scale there isn't much danger of our being swallowed up by anybody else. But as soon as we move into the national field in as big a thing as television, we of course do run that risk. The problem is that of contributing to a big national development so importantly that we become a leader in the big movement rather than a minor part of it.

As far as the "great and exalted Executive Committee" is concerned, John is definitely off on a rampage again if he is writing about that! The only problem there is that he has convinced too many people that ~~he~~ the Executive Committee is trying to run the organization without reference to the Board of Directors or other members. Actually we are not, and certainly we are all doing our best to involve more members in committee activities than ever before.

I agree with you -- as I am sure will all of our officers -- on the desirability of bringing more people into the organization. Noone regrets more than I do the way in which the Board of Directors has continued through the last few years with little or no change of membership. The present Board, for example, is exactly the same as last year's except for the addition of Wynn. The question is how do we bring in more people? I think the answer is, involve more and more people in committee activities so that (a) they become acquainted with the problems and operations of the organization, and (b) we become more aware of their capabilities. Then we should elect each year one or two officers and/or directors on whom we are "taking a chance," in the sense we don't know exactly what they can do but think the opportunities for their developing are pretty good. After all the only way to find out if a man can really do something is to give him a chance to try. I wouldn't suggest we elect a president, vice president, secretary or treasurer merely on faith -- such an officer must have proved his ability to meet the problems of the association; but we can elect some new directors each year and from them choose our officers.

Yours sincerely,



Burton Paulu, Vice President

Box 2002  
University, Alabama

March 23, 1953

Dr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Just a brief note to let you know that we missed you at Chapel Hill and hope that your time at home was successful.

I am enclosing a copy of our plans for the Columbus meeting. Please note and plan to be on hand with your thinking cap squarely settled.

I should like you to preside at the NAEB luncheon on Friday. Si is trying to get a top notch speaker for the occasion - the Under Secretary of State in Charge of Information or someone of his calibre. If you have any suggestions for a speaker for the occasion, please wire or call Si immediately.

At the Executive Committee meeting in Chapel Hill we agreed that the regional workshops had been so very highly successful that it was desirable to hold two more this current year from money saved from the Executive Director's pay and other sources. We can finance one out of the current budget and will draw up on next year's budget to hold an additional one in early June. We further agreed that it was desirable to have these in Walde's region and in Parker's region. The unifying effect as well as the educational value of the workshops was brought home to us so overwhelmingly that we felt that it was important that we have two more as soon as possible. I hope you concur in this decision.

You will be interested to know that I have been asked to come to the West Coast for a two-day conference with the FAE people and am scheduled to go to Chicago in early April for a session which Mr. Stoddard arranged between the FAE and Kellogg representatives. This latter development, I am sure, we all agree is highly desirable. I am not sure of the purpose or the outcome of the West Coast conference but discussed all possible subjects which may be raised with the boys at the Chapel Hill meeting and am prepared to hold the line, project our thinking into the far future, and make no commitments whatever. Griffiths in extending the invitation made it clear that this was not to be interpreted as a conference in which I represented



Dr. Burton Paulu

March 23, 1953

Page 2

NAME on the Advisory Committee but was merely there as a person interested in educational broadcasting to discuss with them many aspects of educational broadcasting in America. Frankly, I am somewhat excited about the prospects of being able to divorce myself from all official representation and simply talk educational broadcasting. I will report to you fully on both conferences when I see you on April 6 in New York.

My kindest regards always.

Sincerely yours,

Graydon Ausmus  
President

GA:pse

cc: Dr. I. Keith Tyler

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

20 April 1953

Mr. Frank Schooley  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Frank:

How are things coming for the NAEB educational television seminar?  
What arrangements have you been able to make?

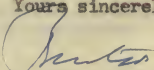
This should be pushed through to completion as soon as possible, and I don't want the fact that Graydon as NAEB president is a member of the committee of which I am chairman to result in neither of us following up on this -- or both! Hence a carbon of this is going to Graydon in the event that he is the man to answer.

I shall assume that since the development of this seminar is the project of the Advisory Committee that I as chairman of that committee automatically assume a considerable measure of responsibility for it -- which is not to say of course that I don't expect everybody else on the committee to work, too! But I think we should follow this through and line up a first-class seminar.

So...what about the place and the date?

With best personal regards,

Yours sincerely,

  
Burton Paul  
Manager

cc: Graydon Ausmus ✓  
BP:cjm

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE VICE PRESIDENT

KUOM, University of Minnesota  
Minneapolis 14, Minnesota  
18 May 1953

*File*

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

Your letter of May 15 to Frank Schooley arrived this morning. I am much distressed at the thought that you may have to miss the Ann Arbor meeting on account of your legislative hearings, but I certainly understand your problems and will be the last to criticize you for staying home under those conditions and the first to defend you against anybody who did offer criticism! Good luck to you in the Alabama hustings, and may you be somewhat more successful than we in Iowa, Wisconsin and Minnesota have been at getting legislative funds!

We of course will proceed with the Executive Committee meeting in Ann Arbor even though you cannot be present. I trust that you are writing to several of us in the group listing the problems and facts with which we should deal at any Executive Committee discussions we have.

I note that you quote at some length Bill Griffiths' insistence on specific data in requests. This is not at all surprising to me; in fact following the Wardman Park meeting in a little informal talk I had with Bill just before he had to leave for the airport he told me at some length about his feeling that NAEB proposals had been lacking in specificity. One of the reasons that I suggested the week-long committee meeting in the North woods in August was because I thought it would give us a chance to get down to more detail in our dealing with the work of the Center. This of course is not to say that our NAEB proposals (as opposed to policy suggested by the Center) should be delayed until August.

By this time you have received two copies of my letter relative to Fulbright assistance funds. As of yet I have not heard from Young directly or indirectly as to the state of our candidacy. However in view of what he told us in Washington, I think I should make my plans on the basis of going to England at least until I hear to the contrary. This involves among other things the financial problem; and if we cannot raise any money from Kellogg, I shall have to look for some somewhere else. In view of this fact do you think you should send a copy of my letter to you along to Van Duyen? That is, assuming that you cannot go to Battle Creek next week to deliver it yourself. What is your feeling about this?

I got cost data from a very nice lodge with which I am acquainted this morning. It appears that we could meet for a week up there for two or three hundred dollars less than either of our meetings in New York cost us. (I got New York cost data from George Overton, so I am sure of my figures here.) For this reason I am writing today to Scotty (carbon copy to Griffiths) relative to the August meeting. I suggest you hold August 2-8 free until I hear from them one way or another.

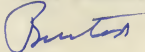


How are things coming with your trip over to England? My best wishes in this regard, and let me give you any assistance I can either in making things clear for you to go over or in giving you addresses of a few folks to meet once you get over there.

Today's mail brings an armful of carbon copies from Sy Siegel. I have been too busy to read the last couple batches, but I shall certainly look at them in the next few days. Sy really gives the U. S. mail a workout when he takes anything up, doesn't he?--!

My best wishes to you and the family, and may you have luck with the legislature.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Burton", with a stylized flourish at the end.

Burton Paulu  
Vice President

BP:cjm

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# WESTERN UNION

W. P. MARSHALL, PRESIDENT

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GRAYDON AUSMUS RADIO STATION WUOA

UNIVERSITY OF ALABAMA UNIVERSITY ALA

YOUR MAY 26TH MEMORANDUM PROVIDED FIRST NOTICE OF  
WEEKEND BATTLE CREEK EXECUTIVE COMMITTEE MEETING  
PLEASE RETURNWIRE FURTHER INFORMATION

BURTON PAULU MANAGER KUOM

UNIVERSITY OF MINN MINNEAPOLIS MINN

4606

By-335

Box 2002  
University, Alabama

May 29, 1953

Dr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Thank you for the copies of correspondence between Mr. E. M. Hutchinson, Secretary, National Institute of Adult Education, in London, and Mr. C. Scott Fletcher.

According to my present plans I shall be in London from July 8 to 15 and certainly should have time for a conference with Mr. Hutchinson on the subject he raised. Should you and Mr. Fletcher deem it worthwhile, I would suggest that you write Mr. Hutchinson indicating the dates of my visit and my interest in talking to him. In the event no final determination is made of the proposal before that time, you could continue the discussions when you go to England.

My kindest regards always.

Sincerely yours,

Graydon Ausmus  
President

GA:psa

cc: C. Scott Fletcher



*Power*  
LETTERHEAD:

Educational Television and Radio Center  
Room 1400, 595 Madison Avenue  
New York 22, New York

May 26, 1953

National Association  
of Educational Broadcasters  
c/o Mr. Graydon Ausmus  
University of Alabama  
Station WUOA  
University, Alabama

Dear Sirs:

Against the background of discussions with the NAEB Advisory Committee, we are proposing to make available to you the sum of \$30,000.00 to be expended for the following purposes:

1. You will contract with Station KPFA in San Francisco for the production of programs of such quality as you have reason to believe would be acceptable to your screening committee, and thus distributable through the "tape network".
2. You will administer this grant and all details, passing on subject matter, content, etc. You will, should Station KPFA fail to meet the standard set up above, cut off further support to them until satisfactory standards are re-established.
3. You will make sure that complete educational broadcasting rights are acquired by us.
4. We will relicense these rights to you for use in the tape network.

Upon acceptance by you of this proposal, we will make immediately available to you the sum of \$30,000.00 above mentioned.

Very truly yours,

EDUCATIONAL TELEVISION AND RADIO CENTER

s/ C. Scott Fletcher  
Acting President

APPROVED BY:

NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS

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COPY

Box 2002  
University, Alabama

OFFICE OF THE PRESIDENT  
June 12, 1953

Mr. C. Scott Fletcher, President  
Fund for Adult Education  
914 East Green Street  
Pasadena, California

Dear Scotty:

In reply to your letter of June 5 concerning the NAEB request for "out of pocket administrative costs" of handling the \$30,000.00 grant to KPFA, may I say I am sympathetic with your position--as I am sure you must be with that of NAEB--and wish to let you know that we will be glad to handle this out of our budget. It is a small item and we can take care of it; however, we do have a close budget for committee meetings and special projects. This request, having been initiated by the Advisory Committee to the Center President, did not include administrative costs. We will keep this in mind in the future.

I have asked the NAEB Executive Committee to work with Lou Hill on this project and have set up a meeting of this group with him in Chicago on the 21st, so he can launch the deal the first of July.

I regret very much that neither you nor Bill can be with us at the NAEB TV Seminar. If either of you has a chance to do so, please drop by for just a day or two. Wisconsin is always pleasant in the summer, and I'm sure we'll get a lot of good work done there too.

My kindest regards.

Sincerely,

Graydon Ausmus  
President, NAEB

GA/jeh

cc: F. E. Schooler

94.1 MC, Channel 231  
Phone: ASHberry 3-6767

# K P F A

2207 Shattuck Avenue  
Berkeley 4, California

A NON-PROFIT LISTENER-SPONSORED RADIO STATION

June 15, 1953

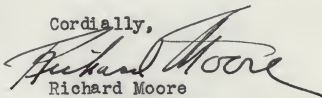
Mr. Burton Paulu  
Radio Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Mr. Paulu:

At the request of Graydon Ausmus, I am forwarding to you and the other members of the Executive Committee of the NAEB the relevant sections of KPFA's program proposal to the ETRC. It is hoped that the programs detailed therein will provide an adequate basis for discussion at the June 21st meeting concerning the exact details of the \$30,000 grant for the production of programs for the NAEB by Radio Station KPFA.

I am looking forward to meeting you in Chicago on June 21st.

Cordially,

  
Richard Moore  
Station Director

s.  
encl. ETRC Memo



I. PROJECTION OF PROGRAMS TO BE PRODUCED AT KPFA AND  
MADE AVAILABLE TO THE TAPE NETWORK OF THE NABF

MUSIC

6

6-30'  
MEET THE COMPOSER: A series of six approximately one-hour programs with outstanding contemporary composers. These programs are prepared under the general direction of Americo Chiarito, KPFA's Music Director, and include informal interviews with composers analyzing and commenting on their own and their contemporaries' work; performances, both live and recorded, of the composer's work with explanatory and critical program notes by the composer himself. Present plans call for a series of six programs with the following composers:

Darius Milhaud  
Roger Sessions  
Ernst Krenek  
John Edmunds  
Andrew Imbrie  
Ellis Kohs

12-15'  
TOWARD A CREATIVE MUSIC: A series of nine programs, ranging from twelve to twenty-five minutes each, in which the experimentalist, Harry Partch, explains the basis of a musical philosophy that led to his construction of a new scale and the invention of radically new musical instruments. This series represents a summary of thirty years of musical research by Harry Partch who is one of the most controversial figures in the contemporary music world. The three concluding programs in the series contain examples of Mr. Partch's compositions using the forty-three tone scale. The following is a listing of program titles and the times for each program:

Creativity in Music - 16'  
Education and the New Instruments - 17'  
Education and the Record Repertory - 12'  
Education and Acoustics - 16'  
The Writers on Music - 13'  
Musical Perspectives - 16'  
My Instruments - 21'  
Castor and Pollux (music) - 24'  
The Oedipus Dance Music - 25'

12-30'  
CHORAL CONCERTS: A series of thirteen one-half hour programs of choral music involving the Berkeley Chamber Singers and choral groups from Stanford University, San Jose State College, Modesto Junior College, University of California, College of the Pacific and Dominican College. The programs will include both traditional and contemporary works for chorus.

4-30'  
STRING QUARTET REHEARSALS: Through an arrangement with members of the Quartet and the University of California, KPFA has been given permission to record the open rehearsals held by the Griller String Quartet. These are "unstaged" rehearsals and contain all of the exchanges, humorous and otherwise, between members of the Quartet. There will be between four and five program hours in the entire rehearsal series.

13

4

MUSIC (Cont.)

✓ CONTEMPORARY MUSIC: A program series, to be recorded in the KPFA studios, featuring performances of contemporary music by student performers of outstanding ability. The series will place particular emphasis upon premier performances of contemporary music and will serve both as an outlet and an incentive for new work, particularly for younger composers. In most instances the performer will have had the opportunity to study the score with the composer. It is expected that this series will number five or six half-hour programs. 5

✓ THE PREPARED PIANO: One program only, approximately one hour in length, with Marc Ajemian, internationally known pianist, explaining and demonstrating John Cage's music for the prepared piano. The program will include the step by step preparation of the instrument and the performance of works for the prepared piano. 1

✓ SONG ALIVE: A series of twelve twenty-minute programs on American Folk Songs and Ballads, produced in cooperation with the folk song collectors Sam Ekin and Sidney Robertson Cowell. The series will include new field recordings of many of the singers from whom modern scholars have derived the majority of the songs included in their collections. The personal collections, recorded in the field on portable, high fidelity tape equipment, of Sam Ekin and Sidney Cowell are probably the most extensive folk song collections available outside of the Library of Congress Archive of American Folk Song. Authoritative commentary on the songs and ballads included in the program series will be supplied by Mr. Ekin and Mrs. Cowell. This will be the first attempt, based on field recordings, at a truly definitive series on American folk songs. 15 12

PUBLIC AFFAIRS

C-304 AFRICA: A documentary series concerning the development of African independence movements in various parts of the continent. Program material already assembled includes interviews with key persons in relation to the resistance movements. The completed series including music, supplementary narration and editing will amount to six half-hour programs. The following is a list of participants in the series: 6

South Africa

G. P. Jooste, Ambassador from South Africa to the United States and Chief U. N. delegate from South Africa.

Michael Scott, International League for the Rights of Man and a participant in South African Resistance movement.

George Houser, Executive Secretary, Americans for South African Resistance.

Central Africa

Kirilo Japhet, spokesman before the United Nations Trusteeship Council, Wa-Meru tribe, Tanganyika.

PUBLIC AFFAIRS (Cont.)

Dr. E. B. Worthington, Secretary-General, Scientific Council for Africa. (Council organized by the governments of Britain, France, Belgium, Portugal, South Africa and South Rhodesia)

John Kiano, student at Stanford University, member of the Kiyuky tribe, Kenya.

John H. Dalton, graduate student in economics, University of California, specialist in African Affairs, former resident in Africa.

North Africa

Rom Landau, U.S. advisor to the U.N. on Morocco, member of the faculty of the American Academy of Asian Studies.

Eleanor Knight, former resident of Morocco, presently at the University of California.

Supplementary Interviews

Ralph Bunche, interviewed on United Nations Trusteeship.

*6-30"*

**MINORITY REPORT:** A documentary series of four twenty minute programs on the attitudes of Junior-High students on such subjects as race, narcotics, sex, housing, parents and teachers. These programs were recorded on location at a Junior High school serving a lower socio-economic group. Many of the youngsters interviewed in this series are described by teachers and social workers as "delinquent". The techniques used in assembling the program material was that of separate group interviews, conducted by a guidance counselor, of negro boys and white boys, negro girls and white girls. The age of those interviewed ranged between fourteen and fifteen. "Interview" is actually a misnomer for the material recorded in that it is entirely spontaneous and uncensored conversation between the teen-agers and the one adult in the program. 4

*6-30"*

**THE LAW AND THE PROPHETS:** A series of six half-hour discussion programs devoted to an exposition of the jurisprudence of Justice Holmes, Benjamin Cardozo, Learned Hand, and others. The series will be produced in cooperation with the San Francisco Bar Association and with various faculty members from Boalt Hall, University of California School of Law. Primary emphasis in the series will be on the philosophy of law. 6

*3-30"*  
*Low in water*

**ARCHITECTURE:** A series of conversations on contemporary American, particularly western styles of architecture. Participants in this series include six outstanding American architects: Bernard Maybeck, Frank Lloyd Wright, Pietro Belluschi, Edward Stone, Richard Neutra and W. W. Wooster. Three half-hour programs. 3



LITERATURE AND DRAMA

**NEW WRITING:** A series of ten half-hour programs presenting readings from the new work of both well known and lesser known American writers. Emphasis in the series will be upon good program production, and the author's own voice will be used only in those instances where he is an exceptionally good reader of his own work. Among the writers contributing to this series are the following:

Robert Duncan  
William Everson  
Robert Moran  
Weldon Kees  
Josephine Miles  
Henry Miller  
Rosalie Moore  
Kenneth Patchen  
Kenneth Rexroth  
Fred Saifer

**MODERN VERSE DRAMA:** A studio production of verse plays by the American poet, Kenneth Rexroth. There are three plays in all--Thaëdra, Iphigenia in Aulis, and Beyond the Mountains. The series will number three programs of approximately forty-five minutes each.

CHILDREN'S PROGRAMS

**ONCE UPON A TIME:** A story series for children from six to sixty. A selection of twelve Irish folk and fairy tales as told from memory by Josephine Gardner, easily the most outstanding traditional story teller living in this country. Programs in the series vary in length from twelve to twenty minutes each. Story titles include: The Wee Red Man, The Twelve Magic Windows, The King of Ireland's Son, Feather of My Wing, and others.

**KIDNAPPED:** A dramatized reading in twenty or more episodes of the novel by Robert Louis Stevenson. Single episodes will vary between thirty and forty-five minutes in length. The production team headed by Charles Levy has gained valuable experience in its productions of Huckleberry Finn, Treasure Island, and Robin Hood, and it is expected that the production of Kidnapped will mark an improvement over these previously successful productions.

**ROBINSON CRUSOE:** A dramatized reading in approximately twelve half-hour episodes by Charles Levy, similar in production technique, including sound effects, to the production of Treasure Island, which was included in the Winter 1952 offering of the NAAB Tape Network.

**PICTURE STORY:** A program employing dramatized reading of stories selected for their particular suitability in evoking picture ideas. This program format has proved uniquely successful in KPFA's broadcasts for children. The program is designed specifically for primary school children. The readings are broadcast and the children send in pictures illustrating the story. On subsequent programs the station announcer acknowledges receipt of the pictures. Thirteen fifteen minute programs.



### MISCELLANEOUS PROGRAMS

Throughout the year many individual programs and series will develop at KPFA, yet at the present time it is not possible to predict the exact nature and content of these programs. They will include interviews and panels with persons prominent in many different aspects of public affairs, the sciences and the arts. KPFA maintains program lines to various auditoriums on the campus of the University of California and the Station has permission to record lectures, discussions, etc. held under the auspices of the University. Many of the programs thus obtained are valuable program material for educational broadcasters. It is estimated that there will be at least ten program hours available to KPFA and the NABE Tape Network through these means. Potential program series include a series of lectures by outstanding scientists under the general topic "Modern Physics for Scientists and Engineers". Another potential program series includes a group of five lectures on astronomy to be given by the Nobel Prize winner, Dr. Harold Urey of the University of Chicago. The procedure on these programs is to edit the recordings of the lectures, deleting those aspects of each talk which do not lend themselves to broadcasts for the general public.

### II. SPECIAL PROGRAM PROJECTS

KPFA is currently taking steps toward the establishment of a number of subsidiary projects which would, in turn, result in programs for broadcast over KPFA and would also be made available to the Tape Network of the NABE. These program projects will have independent operating budgets entirely separate from KPFA's general operating budget. Program production costs for these projects are not included in the cost summary set forth in this Memorandum. However, the series noted here are indicative of the type of program material which will become available through KPFA's production center.

CONFERENCE ON PROBLEMS OF COMMUNICATION BETWEEN THE EAST AND WEST: The pro-

## II. SPECIAL PROGRAM PROJECTS (Cont.)

ceedings of a two-day public Conference exploring and documenting the barriers to effective communication between nations and peoples of radically different cultural and ethical backgrounds will be recorded and edited into a series of radio programs. The Conference, to be sponsored by KPFA, will include four papers to be presented by particularly qualified persons from both the East and the West, a number of panel discussions and excerpts from a series of Conference seminars. Upon final editing there will be from six to eight program hours reporting the proceedings of the Conference.

LITERARY PROJECT: This project contemplates an extensive expansion and addition to KPFA's current New Writing series. Bi-weekly broadcasts of the work of American and English writers, principally poetry, verse drama, and speculative writing, will be produced from material solicited from both well-known and lesser-known writers, dramatists and poets in this country and in England. On a quarterly basis selections from the broadcasts will be issued in a supplement to the KPFA program Folio. Reasonable literary fees will be paid to the authors whose work is used in the broadcasts and in the Folio supplement. It is expected that this combination of a broadcast series and a literary journal will become a predominant outlet and influence in the contemporary literary world. The broadcasts, numbering thirteen program hours per year, and copies of the Folio will be made available to NAB member stations.

POINT FOUR: A series of dramatized documentary programs, with lectures interspersed, studying the Point Four program in the perspective of the various foreign populations receiving aid, and summarizing its history and economic principles. The project is planned with the Hoover Institute and Library, Stanford University, as the research center, and will involve a committee of highly qualified advisors as well as special research, administration and production staffs. It is expected that six documentary dramas will be produced in the series, each half an hour, and about twice as many lectures related to the dramatic material.

## III. SUMMARY OF PROGRAM HOURS AND PRODUCTION COSTS

Based on predictable program sources as noted above, approximately seventy-five program hours can be made available to the Tape Network of the National Association of Educational Broadcasters during 1953. The following is a breakdown of program hours in relation to the four primary program categories within KPFA's broadcast schedule;

<u>PROGRAM CATEGORY</u>	<u>NUMBER OF PROGRAM SERIES</u>	<u>TOTAL APPROXIMATE HOURS</u>
MUSIC	7	25
PUBLIC AFFAIRS	7 or more	21
LITERATURE AND DRAMA	2	7
CHILDREN'S PROGRAMS	4	22
TOTAL SERIES	20 or more	TOTAL HRS. 75

In addition to the program series noted above, the three special program projects detailed in Section II of this Memorandum will, when completed, provide an additional twenty-five program hours to be made available to the Tape Network. A conservative estimate of program hours potentially available from these series is as follows:

<u>PROGRAM SERIES</u>	<u>TOTAL APPROXIMATE HOURS</u>
EAST-WEST CONFERENCE	6
POINT FOUR SERIES	6
LITERARY PROJECT	<u>13</u>
TOTAL HRS.	25

The following is a cost summary, apart from the special projects, for the program series listed above:

PRODUCTION PERSONNEL	\$15,500.00
SCRIPTING AND SECRETARIAL COSTS	5,000.00
FEES, TALENT EXPENSE AND TRAVEL	7,500.00
MISC. PRODUCTION EXPENSE	<u>2,000.00</u>
TOTAL	\$30,000.00

The estimates on production costs summarized above have taken into consideration the existence of technical facilities and a presently functioning production staff. Hence, the cost involved in originating and staffing a production center are not included in the cost summary. The sum to be applied toward production personnel represents the difference between presently budgeted personnel costs and the increase required to maintain as units the various production teams necessary to the completion of the programs outlined in this Memorandum.



Box 2002  
University, Alabama

May 29, 1953

Mr. Louis Hill  
Radio Station KPFA  
Pacifica Foundation  
Berkeley 4, California

Dear Lou:

Thank you for your letter of May 27 concerning the \$20,000.00 grant from the Fund for Adult Education for KPFA programming. May I say again that I am delighted that this grant came through and we look forward to receiving some very excellent programs from you for the NAEB Tape Network. I am asking the Executive Committee of NAEB to function in the supervision of these projects and herewith set our meeting date for 9:30 a.m., June 21, in the Conrad Hilton Hotel in Chicago as the time for our first meeting on this project. This will be the most economical time and place that I know of for this meeting for all four members of the Executive Committee, and I trust it will be convenient with you.

If there is a conflict in this date, I can be reached through Ralph Steetle's office in Washington Tuesday through Friday of next week.

My kindest and best.

Sincerely yours,

Graydon Ausmus  
President

GA:ps

LETTERHEAD:

Educational Television and Radio Center  
Room 1100, 595 Madison Avenue  
New York 22, New York

May 26, 1953

National Association  
of Educational Broadcasters  
c/o Mr. Graydon Ausmus  
University of Alabama  
Station WUOA  
University, Alabama

Dear Sirs:

Against the background of discussions with the NAEB Advisory Committee, we are proposing to make available to you the sum of \$30,000.00 to be expended for the following purposes:

1. You will contract with Station KPFA in San Francisco for the production of programs of such quality as you have reason to believe would be acceptable to your screening committee, and thus distributable through the "tape network".
2. You will administer this grant and all details, passing on subject matter, content, etc. You will, should Station KPFA fail to meet the standard set up above, cut off further support to them until satisfactory standards are re-established.
3. You will make sure that complete educational broadcasting rights are acquired by us.
4. We will relicence these rights to you for use in the tape network.

Upon acceptance by you of this proposal, we will make immediately available to you the sum of \$30,000.00 above mentioned.

Very truly yours,

EDUCATIONAL TELEVISION AND RADIO CENTER

s/ C. Scott Fletcher  
Acting President

APPROVED BY:

NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS

---

Box 2002  
University, Alabama

May 29, 1953

Dr. Burton Paulu  
KUOM, University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Your Gunflint Lodge meeting sounds very, very exciting. Sorry I was out of town when your letter came and was a little late getting my reply to you. I certainly expect to be on hand and, as I indicated to you, would be happy to share a cabin - with hot and cold running water - with someone else. You may be interested to know that the reason I am concerned with hot water is that it was the only form of heat available in my cabin at National Music Camp and I certainly don't want to freeze for a week.

I am leaving Saturday for Washington and will be out of the office a week. I expect to see VanDyke for a conference and will take up the matter of contributing to your trip. I may simply ask Bob to handle it as a personal matter between you and him because Frank and others feel that we must secure funds for all three of our men on the same basis. I feel safe in predicting, however, that the matter can be arranged.

I have had no word from Si or George on the \$15,000.00 BBC project or on the \$1,000.00 offer beyond a note from Si saying that if the Center will not give us the full \$56,000.00, we should turn the \$15,000.00 back to them. Originally, he had promised to attempt to secure additional funds to match the 15.

One of my immediate concerns is appointing a committee within NAEB which will contact foundations outside of the Center and the Kellogg people for funds. This same committee should be a creative one to make proposals in terms of major productions. Can you make some suggestions?

George is being a recalcitrant about terminating the work of the Adult Education Committee. I made this request of him, as you know, upon the recommendation of Dick and the Executive Committee. If I need any support on it, I trust you will add your bit.

Our House of Representatives approved 82 to 2 our TV Bill Tuesday of this week. The Bill asks for \$500,000.00 and the creation of an educational TV Commission. The House Bill will reach the Senate for reading Friday of this week and for action Tuesday of next week. I have done all I can in the way of pulling state-wide support for it and we expect it to pass the Senate by a not too generous margin. Conceivably, it could be defeated in the Senate. Since I have done everything I can, I am going to stand by and hope without too much high blood pressure.



Dr. Burton Paulu

May 29, 1953

Page 2

My kindest regards always.

Sincerely yours,

Graydon Ausmus  
President

GA:psc

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE VICE PRESIDENT

Wisc  
KUOM, University of Minnesota  
Minneapolis 14, Minnesota  
12 June 1953

AIRMAIL

Mr. Graydon Ausmus  
Station KUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I am dictating this over the telephone from home where I am spending Thursday and Friday of this week helping to take care of Sarah who just had her tonsils out.

I note in your letter of May 29 to Louis Hill that you referred to an Executive Committee meeting at 9:30 AM on June 21 at the Conrad Hilton Hotel in Chicago. I referred to this in my letter to you of June 2, but I have not received any direct notice from you about the meeting. So unless I hear from you to the contrary, I will assume this is a formal commitment (and that NAEB funds will be available to defray the cost of the meeting.). I am therefore writing to the Conrad Hilton to reserve a room for me for Saturday, June 20, and shall be available for meetings the morning of June 21.

I shall look forward to talking to Louis Hill about some of his projects, especially the music ones since his list of subjects had some very exciting possibilities.

Relative to Skornia and Steetle attending the Grand Marais meeting, Skornia is already among the invitees. Also we sent a copy of the May 21 memorandum announcing details for the meeting, in addition to which I wrote him again several days ago telling him to get in his request for reservations immediately.

As you may already know from other sources, although neither Fletcher nor Griffiths expect to attend, Bob Hudson will probably be there to represent them. (You will recall that we invited either or both of them)

Your letter of June 10 including the postscript about my receiving funds from the Kellogg Foundation arrived today, and I had my secretary read it to me over the telephone. Your assistance here is enormously appreciated! Sarah's tonsilectomy besides her broken leg several months ago provides me with additional personal motivation to secure extra funds. Of course that in itself is no reason why Kellogg or anybody else should give me financial assistance -- it merely increases my need -- but I think our case is good in itself.

I will be looking forward to seeing you in Chicago on the 21st. In case you get into Chicago on the evening of the 20th, you might give me a ring in my room for a chat.

With best personal regards,

Yours sincerely,

Burton Paulu  
Burton Paulu  
Manager

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE VICE PRESIDENT

KUOM, University of Minnesota  
Minneapolis 14, Minnesota  
2 June 1953

*File*

Mr. Graydon Ausmus  
c/o Ralph Steetle  
Joint Committee on Educational Television  
1785 Massachusetts Avenue N. W.  
Washington 6 D. C.

Dear Graydon:

Yesterday's mail brought several letters from you, one of which says that you will be in Washington most of this week. Accordingly I am addressing you there.

The agreement with KPFA looks good. I see that the money is being given to NAEB, and we are contracting with KPFA, an arrangement which appeals to me.

Your letter of May 29 to Louis Hill states that you are "asking the Executive Committee of NAEB to function in the supervision of these projects and herewith set our meeting date for 9:30 a.m., June 21, in the Conrad Hilton Hotel in Chicago." I assume that the proceedings in the Conrad Hilton will be finished in time for us to get up to Madison that evening for the educational television seminar.

Relative to the representation of NAEB by Earl Wynn at the Film Producers' Association meeting, this looks good to me, and I am sure Earl will represent us ably. I assume there is enough money in the treasury to cover this! That's my only possible reason for hesitation, but I vote "yes" subject to the availability of funds.

Your letter of May 29 brings encouragement concerning the projected meeting with Van Duyn. You state that "Frank and others feel that we must secure funds for all three of our men on the same basis." For the sake of the record let me repeat here what I think I told you before: I of course am not requesting special treatment. I think that if there is a possibility of obtaining dollar aid for the people who go to Paris and Rome, that should be done. If there is any difference, it comes from the fact that the Kellogg Foundation apparently is willing to contribute to the expenses of a man going to England and not to one going to France or Italy. But if Kellogg or some other foundations will make like contributions to the expenses of the men going to the other two countries, they should be requested to do so.

I have also looked through your letter of May 29 to Sy Siegel. I think the point you make in the second paragraph on page 1 is a good one: we are "morally obligated to make every effort possible to secure the additional 41 thousand from sources here and in England as an indication of our willingness to abide by our own principle and to maintain good faith with the Center."

See you in Chicago on June 23. Good luck until then.

Yours sincerely,

*Burton*

Burton Paulu  
Vice President



UNIVERSITY OF MINNESOTA  
MINNEAPOLIS 14

15 June 1953

To: Graydon Ausmus

From: Burton Paulu

Subject:

For your information I am transmitting a copy of a letter I received from E. M. Hutchinson. I shall not answer his letter because I do not think it requires an answer from me; but if you wish to write to him before you leave for London, that will be all right with me.

Enc.  
BP:cjm

BPB  
Trip

BP

C  
O  
P  
Y

THE NATIONAL INSTITUTE OF ADULT EDUCATION  
(England and Wales)

C  
O  
P  
Y

35 Queen Anne Street, London, W.1.

9th June, 1953

Dear Mr. Paulu,

I am much obliged to you for your letter of the 4th June, 1953, following my recent communication with Mr. Scott Fletcher outlining the intentions and financial needs of the British Institute of Recorded Sound. I am a nominated member of the Council of that body and at the moment I am really acting as broker for the Hon. Secretary, Mr. Patrick Saul, in view of the talks I had with the Fund for Adult Education whilst I was in the United States last year. I have informed Mr. Saul of the contents of your letter and I am sure that he will be delighted to have an opportunity of discussing the project with Mr. Ausmus next month if it is at all possible. Mr. Saul's address is:- 36, Redcliffe Close, Old Brompton Road, London, S.W.5, and Mr. Ausmus can make contact with him direct or through me at this address as is most convenient to him. I shall be out of London over the weekend July 10th - 12th inclusive but shall be available otherwise during the period of Mr. Ausmus's visit. But I will, in any case, suggest to Mr. Saul that in view of the correspondence that has now passed, he may like to write directly to Mr. Ausmus.

I am very interested to know of the probability of a visit by a Fulbright scholar to be concerned with the problem of liaison between educational broadcasters in the U.S.A. and the B.B.C. and I hope that I shall have an opportunity of meeting whoever is chosen to do this interesting job. We have been pretty closely in touch with the experimental work on which the new further educational policy of the B.B.C. has recently been established.

Yours sincerely,

/s/ E.M.Hutchinson,

Secretary.

Burton Paulu, Esq.,  
Vice-President,  
National Association of Educational Broadcasters,  
KUOM, University of Minnesota,  
Minneapolis 14, Minn.

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

29 June 1953

Miss Helen C. Hurley  
Staff Associate  
American Council on Education  
1785 Massachusetts Avenue  
Washington 6, D. C.

Dear Miss Hurley:

I received your letter of June 22 relative to NAEB delegates to the American Council on Education.

This I think is a proper matter for consideration by the NAEB Executive Committee which will be meeting the first week of August. I shall therefore have the matter brought up at that time and in due course I or some other member of our association will inform you of the policy we wish to follow in this regard.

Thank you very much for bringing this matter to my attention.

Yours sincerely,

Burton Paulu  
Manager

BP:cjm



AMERICAN COUNCIL ON EDUCATION  
1785 MASSACHUSETTS AVENUE  
WASHINGTON 6, D. C.

June 22, 1953

Mr. Burton Paulu  
University of Minnesota  
Minneapolis, Minnesota

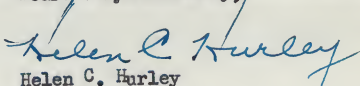
Dear Mr. Paulu:

Mr. Frank E. Schooley, Treasurer of the National Association of Educational Broadcasters, has informed us that Dr. Harry J. Skornia is now Executive Director of the NAEB. Mr. Schooley suggests that inasmuch as Dr. Skornia has succeeded him and James Miles that Dr. Skornia's name be substituted for theirs as a delegate to the Council from the NAEB.

As you know, the NAEB is a constituent member of the American Council on Education. Each constituent member is entitled to six delegates to the Council. At present Richard Hull, Iowa State College; James Miles, University of Illinois; and Seymour N. Siegel, New York City, are the delegates from the NAEB. This, you will note, is three delegates less than those to which the NAEB is entitled. You are listed as secretary of the NAEB.

Will you let us know whether you wish Dr. Skornia's name added to the list of delegates or whether you wish him substituted for you or one of the individuals in the list of delegates as given above. Inasmuch as the NAEB is entitled to three additional delegates, Dr. Skornia can be a delegate or his name can be substituted for that of the secretary and your name as secretary can be added to the list of delegates. At this time if you want to add two additional persons, we shall be glad to have their names and addresses.

Yours very sincerely,

  
Helen C. Hurley  
Staff Associate

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

KUOM, University of Minnesota  
Minneapolis 14, Minnesota  
13 July 1953

Mr. Frank E. Schooley, Treasurer  
National Association of Educational Broadcasters  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Frank:

I have your letter of July 9 with copies to McCarty, Skornia and Ausmus.


Thank you for the kind words about the seminar reports. I am now working diligently trying to get the final version ready and have been in communication with all the guest speakers, at least a few of whom are beginning to revise their statements now, others should be starting very soon, I hope. Of course I shall go over their stuff too, but it seems to me that they should be given a chance to rewrite their stuff, if they want to.

I like the idea of a cover and since your art department has done such fine work, I think they should be given the job if they are willing to take it.

The Lincoln Lodge motif sounds good to me.

I will push the editing of the proceedings as much as possible, and if I don't get them to you by the first of September, it won't be because I haven't done my darnedest!

Yours sincerely,



Burton Paulu  
Vice President

cc: Graydon Ausmus ✓  
H. E. McCarty  
H. J. Skornia

BF:xje

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

17 July 1953

Mr. Graydon Ausmus  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

If I remember your trip itinerary, this letter should reach you about as you return home from what I imagine was a very interesting trip abroad. When we meet in a couple of weeks, you must tell me all about your adventures.

I wonder if you as NAEB president could do some inquiring in Washington about the three NAEB Fulbrights. To date I've heard officially from Young confirming what he told us orally in Washington in May, and I've had a letter from the University of London welcoming me to their midst for next year; but so far no official notification has come from the State Department in spite of the fact that Young told us we should get word within eight weeks of our meeting with him. With possible September departures, all of us shall be hard put to rent our houses, pack and get off in time, in addition to which there is the matter of arranging for our respectable jobs at home.

I agreed with Hovey in Madison during the Lincoln Lodge meeting that we should keep each other informed of developments; and since no letters have turned up from him, I assume he hasn't heard anything either. So . . . could you call or wire Young or somebody in Washington and see if you can trace this down?

I shall reserve a room for you in a Minneapolis hotel for the evening of August 1 and shall expect you to drive up with me leaving around 9:00 am on the 2nd.

'Til then. . .

Yours sincerely,



Burton Paulu  
Manager

BP:cjm

Box 2002  
University, Alabama

July 20, 1953

Dr. Burton Paulu  
Radio Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

One of my many chores in London was finding out what the story is about our Fulbright scholar. One call to Harmon Grisewood started the darndest round of calls and conversations I've ever had--and I might add, a lot of annoyed reactions culminating in my getting slightly annoyed myself. No one there at the BBC had ever heard about the NAEB Fulbright and no one at the Embassy had ever heard about it. Finally Richard Taylor, Executive Secretary of the U.S. Education Commission in London, came up with the fact that he had approved your selection the middle of May and returned your O.K. to Frances Young at that time. I told one and all that we had been instructed by Young to stand by for instructions from the Fulbright Commission in London--and we made some progress.

You have been approved and we are to communicate with Grisewood about the problem of getting them at BBC to name a return scholar as soon as we find a spot for him. Grisewood expressed pleasure at having you with them and said he would be glad to work with the people at the University of London in making your stay a profitable one and in using you most constructively. I just talked to Frank about it and he is to take it from here. You and the others will be hearing from him.

See you in the North Woods.

Sincerely,

Graydon Ausmus  
President, NAEB

GA:jeh  
cc: Executive Committee &  
Executive Director



August 3, 1953

Mr. Burton Paulu  
Radio Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

My congratulations to you on your Fulbright. Your letter of July 31st reminded me that I had heard informally about this and should have sent you this congratulatory message before.

I think it would be an excellent idea for us to send a release concerning all three Fulbrights from New York. Unless these were tied up with NAEB's international activities, they hardly constitute news. However, I would appreciate your sending me a little biographical sketch of yourself and if you have a picture, you might send copies of this also.

Insofar as transportation is concerned, if I knew that the other two chaps would be sailing the same time as you, it might be possible to arrange for some sort of a special deal. I do not know what could be done for you alone except, possibly, the improvement of space.

I presume that it will be necessary for the three of you to report to New York for a 2-day briefing session prior to your sailing, and in view of the fact that both Probst and I will be leaving for Palermo on or about the 27th of September, this briefing session should precede that time.

Once again, accept my heartiest congratulations for the prospect of a great adventure in Britain.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel  
Director

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

August 12, 1953

Mr. Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Thanks for your note regarding publicity to Siegal. It's a fine idea, and we have been covered up at Headquarters.

Many thanks, and more power to you.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:slh  
cc: Creshkoff  
Hovey  
Auerbach ✓

Box 2002  
University, Alabama

August 19, 1953

Dr. Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

On Page 3 of Mac's report of the Gunflint Lodge meeting strike out Montgomery in the listing of stations and move Birmingham into the sentence above. Birmingham will definitely be on the air by mid-fall. A second major station in the state will go on the air in 1954, but it is improbable that it will be in Montgomery so I think that we had better strike that out for the sake of accuracy.

A review of the report confirms my original impression that we have turned out a very significant document.

I hope your plans for the European trip are shaping up nicely.

My regards to the family.

Sincerely,

Graydon Ausmus  
President

GA/jeh

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE VICE PRESIDENT

KUOM, University of Minnesota  
Minneapolis 11, Minnesota  
26 August 1953

Mr. Graydon Ausmus  
Station WUCA  
University of Alabama  
University, Alabama

Dear Graydon:

I have just finished looking over your letter of August 18 to Waldo Abbot relative to his serving as chairman of our Grants-in-Aid Committee. I should like to comment on two questions which it raises: whether or not an institution which received a grant last year should be eligible to apply this year, and if it is proper for someone whose institution is applying for such a grant to serve on the committee.

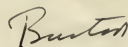
I definitely feel that those who received grants before should not be automatically excluded from receiving them this time. Other things being equal -- if things ever are equal -- I think we should give preference to those who did not get grants rather than to those who did. But it seems to me that a blanket elimination of repeat grants would be undesirable for several reasons.

In the first place, the long range purpose of these grants is to provide programs that could be exchanged among NAEB members. If we make grants to stations which cannot turn out good programs merely because those which can turn out such programs received grants the previous year, we are defeating one of the purposes of the whole project. Another thing, there may be situations where one institution which is asking for a second grant has a project which is clearly better than many of the other institutions who are making application; in this case the grant should be to the best equipped institution rather than to the one which did not receive a grant the previous year.

I do feel however that it is difficult for anyone to pass upon his own institution and that from the standpoint of the committee members as well as from the institutions not represented on the committee, it is preferable that the committee be made up of people who have no personal involvement with pending applications.

I hope this comment will some way hasten the decision of this matter.

Yours sincerely,



Burton Paulu  
Vice President

BP:cjm



147, Argyle Road  
Ealing  
London, W. 13  
England  
October 16, 1953

*Paulu*

Dear Graydon:

It is just about a month since I left home, and three weeks since the Paulu's arrived in London. May be you'd like a little resume of what we've done during this period when we were out of contact with our friends at home.

First there was the flight from Mpls to NY--fast, uneventful and enjoyable. Northwest Airline's Stratocruiser flight 208 did well by us; and since it was the children's first time aloft, we were much interested in their reactions.

Our crossing on the S. S. United States has become famous because of our rough weather: we had 60 mile gales a day or so, and even that 53,000 mechanical monster pitched around with the result that a good 95% of the passengers were sick--as were some of the crew. I joined the 95% on the two rough days, I'm sorry to report!

In London the first problem was housing. The war's bombing made our housing shortages at home seem slight in comparison. For two weeks we stayed at a small hotel--total bill, about 70 pounds, or \$210! That was enough to spur the several Fulbright family men staying there to real exertion! Finally we found this place, a house located in a nice section, looking out on a large park, with a school within walking distance for Sarah. For \$125 monthly rent (yes, that's right, \$125 plus) we get three bedrooms, DR, LR, kitchen, bath and WC. There's no basement (few English homes have them), but we have lovely yards (gardens, here) both front and back, with roses on the garage roof! (Just what you'd love, I'm sure, Graydon.) Heating of course is not central: fireplaces in LR and DR, coal hot water heater in kitchen to heat water for kitchen and bath, plus kitchen itself (and bathroom via uninsulated hot water tank located there). We have gas fires in the fireplaces in two of the bedrooms, but no heat in third BR or WC. But this is England; who expects anything else?

This past week saw us moving in and making the thousand and one adjustments necessary. Sarah's grade here is studying arithmetic, of which we had none at home. English grocery buying is a field all by itself, which both Frances and I had to learn. And getting settled in a new house is tough anywhere.

But now I'm off to the races. The BBC put a Mr. Conner--an overseas liaison man onto me, and I've had two talks with him, plus a luncheon with some other overseas staff, with another scheduled for Tuesday. Mary Somerville I join Monday, and for almost three hours today I looked over their library--an excellent reference source for me which I intend to haunt for many an hour.

I've also made contact with the powers-that-be at the University of London--the director of the Institute of Education, and the man who is my special liaison person. (I am formally a Fulbright Fellow at the U of London, not at the BBC, although that will not impose any restrictions on me whatsoever.)

Then too, I'm negotiating to get a TV-radio receiver of which I have none. And if I can't get the Fulbright funds for that--the subject of a conference set up for Monday--I'll be on NAEB's treasury for rental money.

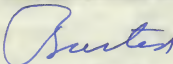
I regret that my housing took so much time, but everything is going well now. So, here goes for a few questions:

What is the current state of our BBC negotiations. I have before me your report to the Board of July 20 on your European trip, plus the letter from Greene to you of July 10. How do we stand on this? Are we giving them 56,000, and if so, from what source?

Any ideas on contacts you want me to make, or things to do? If so, let me hear from you. Now to start another letter--I haven't written one for two weeks to anybody except notes to the family. A carbon of this goes to Harry, and a carbon of my now-to-be-written letter to him, goes to you.

My best to you and to all my NAEB friends. Let me hear from you!

Yours sincerely,



Burton Paul

cc. Harry Skornia

147, Argyle Road  
Ealing  
London, W. 13  
October 16, 1953

Dear Harry:

As the attached letter to Graydon points out, getting settled has been my major task during my three weeks in England. But since you've just finished doing the same in Urbana, that's an old story to you.

As I set out to work I think of a number of services I'd like to have headquarters do ~~a few things~~ for me. So, my requests are listed below: fill them if you can; but if I ask too much, just say so and I'll forget it.

First off, I should know the status of NAEB-BBC exchanges to date. Just how many programs have we taken from them? Could you give me a list--in some detail? If we have exchanged any recent correspondence with them which Graydon wouldn't be apt to send me as a result of my letter of this date to him, would you send me copies? You see, I don't want to start negotiations on any subject unless I know all that has gone before.

The record albums have arrived and are now in customs. I am currently getting an import license so I can have them.

As to magazine subscriptions: I'd like both Broadcasting and Variety from now thru about mid-June, plus the last Broadcasting Yearbook and the TV Digest periodical summary volumes.

Now about books: looking at this long range, I'd like to see both the BBC library and the Embassy library with some of the better American books on broadcasting. I visited the former library today, and they have very little on US broadcasting, and most of that is old. You see, there's the ever-present dollar problem. Could we work a deal like this: suppose you were to run thru my bibliography and your memory and pick out a number of our better volumes--say some 15 or 20, including your own, Waldo's, Levenson's, Bretz' two, Cruse, Kingdon-Kruelevitch-Cowgill, Garrison, Siepmann, LaPrade (on music), etc. etc., etc. Write to their publishers with a story somewhat as follows (or maybe to the authors, or maybe to one with a carbon to the other), and say something like this:

Paulu is in GW as Fulbright scholar to do research on British Broadcasting and to serve as liaison; GB doesn't know much about American broadcasting; BBC hasn't enough dollars to buy such books, and Embassy library won't get them without special inducements. Further, Paulu is expected to serve as resource person on US broadcasting while in England. Could you send him (or send to NAEB for transshipment) two copies each of your books as follows for his use this year, then to be deposited in these two libraries.



This line might not go over with all, but surely would with some; and pressure thru the authors--all of which must want to have an international reputation!--might help.

As to NAEB publications, be sure to keep me supplied. To save space I brought along none of ours, so you might send me about five each of the Bibliography plus the monitoring studies, Newsletter --say two of those, and of course five or so of the Lincoln Lodge piece.

(By the way, U of California press wrote saying OK on reprint of Hudson article: "Full acknowledgment should be made to the author and to the source: 'Reprinted from the HOLLYWOOD QUARTERLY (now the QUARTERLY OF FILM, RADIO & TELEVISION), Vol. V, No. 3, published by the University of California Press, Berkeley and Los Angeles.'")

Well, so long for now. It surely feels wonderful to get settled and bed down to work. The outlook for some good research and liaison looks excellent from here. More about that later.

My best to you and yours,

  
Burton Paulu

cc. Graydon Ausmus. ✓



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

147 Argyle Road  
Ealing  
London W. 13, England

October 26, 1953

Mr. Graydon Ausmus  
NAEB Convention  
Radio Station WNAD  
University of Oklahoma  
Norman, Oklahoma, U.S.A.

Dear Graydon:

A glance at the calendar reminds me that the NAEB Convention will be in session when this letter reaches the States. First off, then: regards to NAEB's best convention yet! I wish I could be there with you.

Since it is convention time, with the Board of Directors in annual meeting, a report on what goes on here and what needs to be done is in order. Some other time I'll do a piece for all of you on life in England. Suffice it for now to say that there is a pretty good supply of goods in the stores, but buying is inconvenient, partly because of trade name and product differences, and partly because--in local areas especially and to some extent everywhere--small specialized shops are the rule. Thus we buy groceries in one place, green groceries (fruits and vegetables) in another, meat in the butcher's shop, milk in the dairy store, and baked goods in the bakery. If you want Kleenex you go to a chemist's shop, but the stationer has paper napkins! And prices are high on all these goods except fresh vegetables. Canned goods are more expensive than at home and in less good and varied supply.

The BBC has been coming through magnificently. I've had luncheon sessions plus a Sunday afternoon family-type tea with various members of the key external broadcasting staff (external broadcasting--programs for everywhere except the United Kingdom) on four occasions within the last week and a half. First we went to the Cafe Royal, then twice to Broadcasting House itself (they have a lovely private dining room there!), and once to one of the official's homes. This brought me new or renewed contacts with: J. B. Clark, director of external broadcasting; I. Thomas, of the Overseas Liaison Office; Warren MacAlpine, Director of Overseas Services; George G. Looker, Director of Overseas Regional Services; Hugh Greene, Assistant Controller of Overseas Services; Donald M. Hodson, Assistant Controller of European Services; Tangye Lean, Assistant Director of External Broadcasting; and Cyril Conner, Director of External Services Liaison. Also Mary Somerville, Controller of Talks, and Miss Milnes, Head of the Reference Library. I shall not attempt to list here any of the contacts in the educational field which I am making through the

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University of London, the institution to which I am formally accredited by Fulbright.

Perhaps I should mention that I had a brief talk at a reception with Ambassador Aldrich. When I told him I was from KUOM at the University of Minnesota, he asked me if there were comparable stations in New York and Boston! (Sy and Parker, please note!) So I gave him as much about them as our reception-length conversation permitted, with the result of his putting a London newspaper reporter onto me for a story; nothing came out in the press, however. I have also been getting acquainted with the cultural officer at the embassy, William H. Morris (who has asked me to go to Bournemouth for a Rotary Club talk in a couple of weeks) as well as with the Fulbright secretariat staff here.

That's the ground work. The way now seems clear to go on from there. Clark said at lunch last week that they were prepared to help me arrange interviews with any BBC people I want to meet, and Mary Somerville is ready to invite me to some of her Talks Division policy staff meetings. Sessions with the Home, Light and Third Programme directors may be had for the asking--and I expect to ask for them soon. But first I am taking a look around to see what I want to do: after all, I'm here for nine months, so I want to lay my plans carefully.

In the area of program exchange, in which I know you and the board are all interested, several things need to be done:

(1) learn all I can about the BBC in order to use its resources to the maximum and negotiate intelligently with its staff;

(2) tell BBC people and others influential in broadcasting here about American educational broadcasting in general, and NAEB in particular.

Item (1)--learning about the BBC: Clearly I must listen to and view BBC programs. I managed to get a good radio only a few days ago, although I've had a poor one for a couple of weeks. I dislike going to see (say) a drama or talks producer without having previously heard or seen examples of his work; and it isn't efficient either. (What I have heard so far, incidentally, indicates that an awful lot of BBC talks would never do for us, for reasons of interest, style and/or subject.) I am getting a TV set next Wednesday from a rental concern. This will cost me about \$100 rental during my stay here, and I cannot get any increase in my Fulbright expense allowance for it, a fact investigated carefully in talks with both the finance officer and executive director last week. Since I could buy for 90 pounds the same set I am renting at the rate of 35 pounds for eight months, I suggested to the Fulbright Commission that they buy the set and hold it for use by future Fulbright fellows. But they were unwilling either to buy it, to pay the difference between rental and purchase cost, or to supplement my allowance in any way for this purpose. They also stated very em-

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phatically that there can be no supplements to the expense allowance as now set up for any reason whatsoever--so purchase of a tape recorder and playback, for example, would be out of the question.

Of course I expect to read a good deal about the BBC, about education in England, and other related subjects. But in the last analysis, personal consultations will have to be the main method of gathering information. So far I've had consultations as often as I've wanted them. It will be up to me to arrange more--many more--in future weeks and months.

Item (2)--telling the BBC and British educators about American educational broadcasting and the NAEB--may not appear so important to all NAEB'ers as to you, since you had a chance to negotiate with them during your week here. Actually, little is known here about American educational broadcasting. Educational institutions in England do not offer courses on broadcasting or do much mass media research. And of course they do not run their own stations. Therefore our work is all new to them, and their impressions of our work are qualified. For example, the annual report of BBC for last year contains a few lines on the North American service as follows: "A striking increase of 160 per cent in the amount of rebroadcasting by individual stations in the U.S.A. was accounted for largely by the stations belonging to the National Association of Educational Broadcasters, with whom the BBC has collaborated closely. Some of these stations have comparatively small audiences."

To tell our story I have tentatively laid out these plans: collect via Harry Skornia many books on American educational broadcasting in general for distribution to BBC people, their library, and the Embassy library; get a good many copies of NAEB publications and releases for the BBC, for radio and book critics on magazines and newspapers, and for educators; make talks and reports on American educational broadcasting; set up auditions of records and tapes of our better programs; and arrange to meet as many as possible of the key people concerned.

Now, what help do I need from you in order to carry out these plans? First, information on the current status of our BBC relationships. I have copies of your July 20 report on your European trip, and of Greene's letter to you of July 10. But I do not know whether or not the Board has accepted these terms, if the \$56,000 has been raised, and if so, from what sources. In addition to this information, I should have summary reports on just what programs we've taken in the past from BBC, how many stations carried them, and reports on audience response if available.

Second, much NAEB material. When I wrote to Harry last week I requested five to six copies of each NAEB publication, but think this number should be upped to twenty-five or so. Thus wide distribution can be made without delay for reorders. As to records, one set of



October 26, 1953

each should suffice for the timebeing.

Third, books and material on American educational radio activities in general. Would Harry ask Gertrude Broderick for 20 or 25 copies of her excellent bibliography and various school aid materials? Also, at least two copies of the better books on script writing, production, news editing, etc., etc. And 20 or 25 copies of the fine research summary Schramm let us distribute at the Lincoln Lodge seminar. Also, research series like Lazarsfeld, etc., etc. Universities here haven't done much research on mass media from what I learn, and they at least should see what is done in the U.S.A. in this respect.

Fourth, I find it advantageous in dealing here to identify myself as NAEB vice-president, especially since the British attach considerable (and probably undue) importance to one's rank in the hierarchy. Therefore I hope I shall emerge from the Norman convention with some sort of NAEB title to quote while over here. It may not be possible to re-elect me vice-president in view of my absence from the country--although that would work out nicely locally. But if not, could I at least be appointed by the president as NAEB representative to the United Kingdom or some such thing?

After reading Harry's letter to Graham, Larry, and me of October 21, I realize how unlikely is financial help from NAEB coffers. Nevertheless, for the record, here is the Paulu's parallel to Larry's story as told in his letter of October 8. Like Larry, we are finding after a month abroad that my appointment is much more rewarding from a personal and professional than from a financial point of view. We of course are prepared to do whatever penny-pinching may be necessary to see us through the year, but I had strongly hoped some assistance might be forthcoming to meet the fixed dollar commitments in the States which I previously outlined for you. Otherwise we most certainly shall exhaust all our reserve assets at home, and in case of some large unexpected outlay on the upkeep of our house (our water heater will quite possibly need to be replaced, for example) it may even be necessary to borrow money from my father--who is living on a teacher's retirement pension--to pay return passage for Frances and the children.

My living allowance here, like Larry's, is predicated on a maximum of two dependents, so two of the children are excess baggage. Upon arrival here, we were quartered by the Fulbright people in a by no means elaborate residential type hotel where the charges for the five of us ran to slightly over \$100 per week. After two weeks of intensive house-hunting, we had a choice between a maisonette in Chelsea or this house in Ealing, either of which would cost us 10 guineas (\$30) per week exclusive of utilities. (Housing is extremely scarce; families with children are a doubtful risk; and landlords tend to raise their rates the moment an American approaches them!) Rather than let our hotel bills run on, we decided to move to Ealing. Here I am about an hour from the BBC, but we are able to send Sarah to a County Council (publicly supported) school, so we at least avoid the ruinous



October 26, 1953

fees of the American School which would have been the only alternative in Chelsea. Our house contains six rooms, heated by a combination of coal grates, gas grates, and electric heaters, plus a coal burner to provide hot water. I have no idea what it will cost us to keep moderately warm in cold weather, but our coal bins seem to empty out as if by magic already! There are no laundry facilities whatsoever, so we have to send out all the laundry except what Frances can do by hand--and a family the size and ages of ours has a lot of laundry. Food costs will probably run about the same as or a little lower than at home, with canned goods higher, fruits the same, and meats and fresh vegetables lower. Transportation from out here is a big item (and I might add that when we go sightseeing we load the three children and Tommy's stroller into a public bus or subway!) I mention all these personal items merely to indicate that we are not proposing to finance a year of luxury with any funds we get, but merely to maintain a normal moderate standard of living.

As for a supplementary expense allowance, the rules here permit of no increases above the level set for all Fulbright scholars, even though a person doing my job incurs many expenses which most Fulbrighters never encounter. For example, I am paying--as I have already explained--\$100 for the TV set I am renting. I can do some travelling in the British Isles on my expense allowance, but it will cover only rail costs and not meals or other expenses. Luncheon costs must come from my family living allowance; yet I cannot receive red-carpet hospitality from the BBC without reciprocating, or work with educators, critics, etc. without incurring entertainment costs. And although my London University adviser strongly recommends a look around at broadcasting in those Continental countries whose programs are easily received here, I cannot use Fulbright funds for any out-of-UK travel costs except transportation, and shall not have enough money to cover much of that. Surely my secretarial costs will be high once a good correspondence with all of you is begun, but here again I can obtain no relief.

What do we do about all these things? Well, here's a recap of my specific requests:

(1) Please brief me as thoroughly as possible on the present status of NAEB-BBC negotiations, and indicate specifically what sort of things you and the Board would like me to do over here, and what general policies should be followed.

(2) Will Harry please send me the books and publications, NAEB and otherwise, listed in this and my October 16 letter, which have not already been sent or ordered?

(3) I could use \$1200 to keep me solvent in the States and meet my extra professional expenses here. (This should be in dollars rather than blocked sterling, which can be used in the sterling area only.) But in view of the NAEB's own financial problems, I'll just say on this point: my needs are down on record!

Mr. Graydon Ausmus

-6-

October 26, 1953

Well, there's my contribution--for what it may be worth--to the Norman convention. I regret being unable this year to benefit from the exchange of experiences, the stimulus of original thinking, and the renewal of friendships which the conventions seem each year to afford. However, I feel that there is the potentiality of very real progress this year in both program interchange and mutual understanding between the NAEB and British broadcasters. And I am sure that you will help me in every way within your means to develop these potentialities to their utmost.

With best personal regards,

*Burton*

Burton Paulu

Cc. Harry Skornia

November 29, 1953

MEMORANDUM

To: Graydon Ausmus  
From: Burton Paulu  
Cc: NAEB Executive Committee; Creshkoff, Hovey, Siegel, Skornia  
Subject: Liaison Between Fulbright Scholars and NAEB

The arrival of Graham Hovey's Nov. 25 letter to Skornia prompts the following lines about liaison problems.

My experiences are not unlike Graham's: although I have now been in England for slightly over two months, I have received no letter from any members of the NAEB Board or officers as to policy visavis BBC. Having been an NAEB officer for some time, I fully realize that it's pretty hard to hold down one full time job as a station manager, and another full time plus as NAEB president, vp, secretary, or other; nevertheless our work over here will be more fruitful if we can clear up the liaison problem now.

Each of us over here has his own problems, and here are mine: whereas Italy and France are apparently willing to give programs to NAEB free of charge, BBC wants \$56,000. In my last two letters to Graydon I pointed out at some length that I needed more information, and expressed concern at having to negotiate with BBC people here without knowing what had transpired since Graydon's trip here last summer: I have a copy of Hugh Green's letter to Graydon outlining the terms of their offer, but have never heard officially on the current NAEB position now: have we given up trying to raise the rest? If so, should I negotiate here as to what we get for the \$15,000 in hand? Should I start negotiations all over again, hoping to get something for nothing? Or is this to be done in NY? Really, I ought to be fully informed--and in extenso--as to NAEB policy here, and on all negotiations.

I understand the Transcription service is recording and holding for us several programs each week, in anticipation of a successful working out of terms, but they will hold this material only through December. So, an agreement--if one is to be had--is a matter of urgency.

Please do not conclude from any of the above that I've been wasting any time waiting for word from home: on the contrary, I've been making excellent contacts with the various BBC staff members with whom we must deal: controllers and/or directors of Transcription service; Home, Light and Third Programmes; TV; Audience Research; Talks; Overseas Liaison; etc., etc. Some of these have been inviting me to their regular staff meetings, which is an excellent way of getting information about how the BBC works, and what it does.

Incidentally, BBC plays are the cream of the crop so far as NAEB is concerned. We could get most of their music on commercial records for less trouble than from them. But I am very skeptical about their talks: these are either too local, too English, or just plain dull--and I'd include the current Reith lectures by Oppenheimer in the last category unfortunately. So, for NAEB, with BBC, "The Play's The Thing!"



PS for Graydon:

You'd like the theatre here. I've only had time for three plays in two months; but, the Shakespeares I saw at the Old Vic--All's Well and King John--was wonderful. They really do it up--excellent, balanced casts; and all done as theatre, not as a study. None of the acting or reciting we seem to get at home either.

Regards to Ora Mae and the kids,

*Burton*

PPS. I suppose I'll be hearing from you in tomorrow morning's mail, and then all this will be superfluous.

First fold here



Mr. Graydon Ausmus  
Radio Station WUOA  
University of Alabama  
University, Alabama  
USA

Second fold here

Sender's name and address: Burton Paulin

147 Argyll Road

Belling  
London, W. 13

IF ANYTHING IS ENCLOSED THIS LETTER  
MAY BE SENT BY ORDINARY MAIL

Box 2002  
University, Alabama

December 3, 1953

Dr. Burton Paulu  
147 Argyle Road  
Ealing  
London, W. 13, England

Dear Burton:

I had my first letter from you at the Oklahoma conference one month and two days ago and have been remorsefully sensitive to the fact that I have not replied to it or your second letter. I reply today to only one small segment.

The BBC \$56,000.00 deal must continue to stand still until I get a positive reply from Standard Oil of New Jersey. In the meantime, I suggest that you do nothing concerning it. I don't know when we will hear from Standard Oil and whether they will approve our request for the balance of the funds needed or not, but I have been told that our request for slightly over a million dollars for a five-year project is being given careful consideration and apparently favorable consideration. I shall talk to Anderson of Standard Oil when I go to New York on December 16 whether I have heard anything from them or not.

If the question of the BBC contract comes up in any of your conversations, you may correctly say that we hope to complete the necessary details by the first of January. We should have a reply one way or the other from Standard Oil by that time. I told Basil Thorton this at the Oklahoma meeting and I am sure he has relayed it to London by now. I will contact you as soon as something definite is known.

Believe me, I have been immensely impressed and pleased by reports you, Creshkoff and Hovey have made and have been extremely sensitive to your problems and needs. I have not replied to any communications because of an excessively -- I might say depressingly -- heavy work load, both on my own job and on the NAEB job. Because of the heavy load, I have asked Harry to serve as liaison with you three and have conferred with him by phone several times. He too is extremely loaded down with work and it may be best to ask Sy to serve as your contact man with NAEB. I will discuss this with Harry in a few days and give you a positive comment on it. In the meantime, Harry will continue to be your "guiding light".

I am sure you will be interested in knowing that we expect to add an Associate Director to the headquarters staff in the near future, although no announcement of this can be made yet. This will ease the load on Harry and me and should result in greater efficiency all around.

December 3, 1953

We have scheduled tentatively a meeting of the International Relations Committee in New York for December 17. I should have in my hands prior to this meeting any recommendations you may wish to make.

I will be communicating with each of you in more detail in the near future. Carry on and keep up the good work which your letters indicate you have already launched.

My kindest and warmest regards to you and your family.

Sincerely,

Graydon Augustus  
President

GA/sbr

P.S. Please note: I just talked to Harry and Frank and we are agreed that you should continue addressing all general correspondence and special requests to Harry. All matters dealing with programs should be addressed directly to Sy. At a very early date we will have an understanding with Sy concerning the total number of hours of programs we can use on the tape network each week from each of the three of you. It goes without saying that all programs you are able to develop or secure should be made available to the network rather than to individual stations.

The three of you continue to provide carbons to Harry, Sy, and me of any correspondence to any of the three.

G.A.



THE (London) TIMES, Monday, January 11, 1954, Editorial

### A Problem in Communication

The announcement by the B.B.C. that Sir Oliver Franks will broadcast the 1954 Reith Lectures on the subject of "Britain and the tide of world affairs" arouses expectant interest. This will be the seventh series of Reith Lectures, and the recent completion by Professor Oppenheimer of the 1953 lectures makes it useful to review the enterprise so far as it has gone. When the Reith Lectures were originally inaugurated the B.B.C. stated that it was hoped that by thoughtful selection of speaker and subject the broadcasts would not only be the peak of the B.B.C.'s effort each year in the field of serious talks but would also become a valuable national institution. How far has this hope been realized?

The Reith Lectures suffer from the drawback of their opportunity. They appeal to so huge an audience that if they fall short in any way the fact is news. Among almost all the most famous long-established lectures at Oxford, Cambridge, and other places there are years when the outside world has no knowledge of who the lecturer was, and is completely unaware of the fact that the lectures have been delivered. Not so with the Reith Lectures. They are an effort to reach a serious, attentive audience, it is true, but an audience spread throughout the United Kingdom and counted by the million. Of the speakers who have so far been submitted to this test five--Lord Russell, Mr. Robert Birley, Professor J. Z. Young, Lord Radcliffe, Professor Arnold Toynbee--have in greater or lesser degree passed it. It can, moreover, be said that the marked successes have outnumbered the moderate ones. If so many could not understand Professor Oppenheimer's talks the question arises whether this was not an illustration of the frequent failure of communication between scientists and laymen to-day.

For the Reith Lectures are in essence a problem of communication. This is no new problem. Broadcasting may have in some ways intensified it, but the idea of the great minds of the day trying to convey their knowledge and ideas to the ordinary man of the day was well established in Victorian times. And one has to mention only Hazlitt, Ruskin, Carlyle, and Huxley to show that the problem can be solved without "talking down." They were Reith lecturers ready-made. If public affairs, politics, and science have become more complicated since their day, there is, due to the spread of education, the wider diffusion of the Press, the improvement of the public library, and the B.B.C. itself, a comprehending audience many times greater now than there was then. Broadcasting, however, presents special problems of its own. Every broadcast talk is bound to be a three-cornered cooperative effort between listeners, speaker, and the B.B.C. This is more true of the Reith Lectures than of any other talks. No doubt the B.B.C. will have sought to learn some lessons from listeners' experience with Professor Oppenheimer's broadcasts. The fact that they did not succeed as well as their predecessors should be a challenge and not a discouragement.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

147 Argyle Road  
Ealing  
London, W. 13  
January 11, 1954

Mr. Graydon Ausmus  
President, National Association of Educational Broadcasters  
Station WUOA  
University of Alabama  
University, Alabama

Dear Graydon:

I recently received a very nice letter from John Dunn which indicated in passing that there would be a meeting of the Board of Directors in Ames on January 21st. This prompts me to make a few comments about NAEB-BBC relationships, in case the Board should discuss the raising of money for the acquisition of BBC programs. Knowing that you are often away from home, I shall send carbons of this letter to both John and Dick Hull, so it surely will reach the Board.

I have listened to a great many BBC broadcasts since arriving here several months ago, and have tried to appraise them not only on the basis of whether or not they are "good" programs--if it is possible to agree upon what constitutes a "good program"--but especially with a view to their use by NAEB stations. Generally speaking, I have decided that, so far as NAEB is concerned, BBC dramatic material is by all odds the most useful. In this category I would include standard plays, such as Shakespeare, Chekhov and the rest; some of their lighter plays--both originals and adaptations; and what they call "feature" and we refer to as "documentary" broadcasts.

There also is much fine music on the BBC, and I should be delighted to have KUOM, for example, broadcast some of it. But here we encounter copyright and union complications--which probably are in themselves insuperable; we have the problem of the tape duplicator; and the fact is that we do not need much music in view of the amount now available on l.p.'s. For these reasons I do not think we should find the BBC an especially good musical program source.

Their talks and discussions I think we should find least helpful. Mary Somerville and her BBC Talks staff are extremely capable and hard-working, and their devotion to their work is exemplary. Our question, however, is--how much of the BBC talks output would be acceptable on American educational stations, rather than whether or not the output is good in Great Britain. Due to such factors as differences in interests between the two countries, accent problems, pacing differences, the tendency of the British to be less incisive in statement than we are, and the fact that these programs are often of odd lengths, I seriously doubt the usefulness of many BBC talks for the tape network. When we add to all these considerations the fact that headquarters already has a good supply of NAEB-produced talks which we should use whenever we can, I incline strongly to the belief that, for NAEB, BBC talks are not going



to be very helpful.

There is another department in the talks division, though, which turns out a lot of material which might be very useful to NAEB--schools broadcasting. Much of their material is local and/or topical, and some of it might raise accent problems too. But some of the schools output would be very useful--the Music and Movement series for younger children, for example. If and when we are in a financial position to ask for specific BBC programs, I should investigate the in-school services rather thoroughly. Incidentally, I am having lunch with John Scupham, the head of the department, and some of his staff next Friday, and am learning all I can of their work.

In connection with BBC talks, I should say a word about the six half-hour Reith lectures which recently were broadcast over the BBC by J. Robert Oppenheimer, the American physicist. In view of the fact that much publicity preceded the series, and because Oppenheimer himself is so able and distinguished, a good deal was expected of the series, and some of this preliminary enthusiasm may have been relayed to you. However, the general consensus of opinion around the BBC (off-the-record, of course!) was that the talks did not live up to expectations. A number of the London radio critics who enthusiastically anticipated the series, expressed grave doubts once it was under way because of its extremely technical nature. Thus Lionel Hale in The Observer on January 3 wrote: "...the Reith Lectures, though at first I kept up with Dr. Oppenheimer, soared way out of my sight", and the London Times wrote editorially on January 11 saying in effect, because Oppenheimer's talks were not as successful as some of the other Reith lectures, don't give up.

I am enclosing a copy of the Times editorial. When you read it, remember that the Times, with ex-BBC Director General Haley as editor, is very pro-BBC; apparently there has been so much criticism of the series the paper felt some defense was needed.

This of course is the kind of series which NAEB would be eager to carry if suitable, and it might be of some value simply because of the prestige surrounding it. However, in view of the mixed reception given the lectures here, if there is any likelihood of the Oppenheimer talks being taken by our network, I would suggest that several of them be monitored by the NAEB program acceptance committee.

The BBC Transcription Service has been recording a few things--mostly dramatic--for release to us in the event we are able to raise money to carry through the terms of our agreement. They have begun to press me for suggestions as to what to do with the things they have put on ice so far. I should appreciate a little advice as to the current status of our negotiations in raising funds, so that I'll know what to tell them.

Both Creshkoff and I are going to Belgium in February at the invitation of the Belgian Ministry of Public Instruction, to speak at an educational television conference in Brussels and also to lecture in some other as yet undesignated Belgian cities. Perhaps Hovey will be there, too; but if so I haven't heard about it. I am hoping to arrange a trip to both Rome and Paris while on the Continent, for I feel that anyone this close to Europe should examine broadcasting operations in several European countries if possible. Creshkoff, Hovey and I also

should get together to review our experiences; we have been carrying on a fairly lively correspondence, but one day's conference would cover far more ground than a ream of letters.

My book exchange project is off to a good start. I had Harry Skornia ask a number of publishers to send me books on radio and television, and also collected material from WOI, JCET, and elsewhere. At the moment, for example, Scupham and his group are inspecting the Levenson-Stasheff and Skornia volumes, plus some WOI schooltime materials. Sir George Barnes of BBC-TV has received some NAEB publications on TV, as well as the WOI things. Before I leave next summer, I shall have passed this material around pretty generally, and shall then leave it on file at the BBC and United States Embassy libraries.

You may wonder what has become of our hope that BBC will use more than the one or two NAEB shows they have so far carried. The answer is that these are now being monitored in the features department, which is the program supply department here concerned with that kind of program. I had lunch this week with Geoffrey Bridson--known to many of you--who is second in command, and he personally is apparently the man in the position to decide about them. I urged him to use them all, and he assured me he would monitor the rest shortly. We shall meet again soon, and I'll keep working on him.

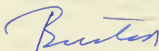
By the way, I appeared on a BBC quiz show this week ("Burton Paulu, formerly vice-president of the National Association of Educational Broadcasters of America, and Director of the University of Minnesota radio station in Minneapolis")--and won first place! But alas, no refrigerators, deep freezers, TV sets, or Rolls Royces! Just a chance to compete again next week, with the standard fee of ten guineas (\$30.00) per show as remuneration, win or lose.

As all this implies, things go well here. I receive uniformly helpful and friendly treatment at the BBC and am having really a wonderful time as I go from department to department getting a line-up on their work. For this reason I request that my comments here on BBC programs not be published or quoted; they are offered merely to provide information to assist the Board in determining NAEB policy with regard to the scheduling of BBC programs.

I might add that if we cannot raise funds with which to implement the terms of our present agreement, it is my recommendation that we reopen negotiations in the hope of continuing an output of BBC shows in any case.

Have a good time in Ames!

Yours sincerely,



Burton Paulu

cc. John Dunn  
Dick Hull



University of Illinois  
119 Gregory Hall  
January 28, 1954

Mr. Northrop Dawson  
Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Bun:

May I ask one more favor of you in order that we might clear up the account which Burton has in the University National Bank in Minneapolis? And this will cost you money!

Burton has sent me a check for \$31.97. There is \$31.87 in the account. If I send the check through it will bounce. To clear the check will probably cost another ten cents. Why don't you go to the bank and deposit the necessary twenty cents - if that will do it - so I can be sure the check will clear before I start it through. I will be happy to send you a postal order, a bank draft, or simply buy you a beer some day for your trouble and cash advance.

Sincerely yours,

Frank E. Schooley  
Treasurer

FES:js



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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

Box 2002  
University, Alabama

February 6, 1954

Dr. Burton Paulu  
147 Argyle Road  
Ealing, London W. 13  
England

Dear Burton:

Your letter of February 2 is most important and your suggestions more than welcome.

First, I am hereby requesting that Harry get a letter out -- or ask the Chairman of the International Relations Committee to do so -- making an appeal now to all NAEB member stations to begin thinking in terms of the possibility of placing a Fulbright scholar from either England, France, or Italy next year.

I thought you were aware that the Board of International Scholarships had approved the renewal of the three scholarships we now have in Europe, and Francis Young has asked me to name a committee to work with the Fulbright Commission in choosing for the Commission scholars in radio and television to any countries of the world. I will have that committee shaped up in another week. A special committee has already screened applicants for positions next year and has made recommendations to the Fulbright Commission.

At this point, I would say the \$56,000.00 is out; however, I believe I could raise it if I had one full week in New York. In light of the continued flow of good materials from the BBC, I see little point in our attempting to raise such a sum. I would not be adverse, however, to a contribution of from \$15,000.00 to \$25,000.00 to increase the drama output. As the matter stands, I think there is no point in your attempting to negotiate on a smaller fee basis. It would be better for it to be done on an informal basis from here.

Have you considered the possibility of doing a commentary, written or recorded, on the British scene, such as Hovey is doing in Italy? I should like to see you try your hand at it on a limited series basis.

The past two days I have spent at Alabama Polytechnic Institute with Dick Hull, where he served as a consultant to the college in helping them make preliminary plans for their TV operations. I leave this afternoon with my family and will pick Dick and Dorothy up in Montgomery for a weekend on the Gulf -- after a full year we complete the plans for a Gulf-coast jaunt with the Hulls, which was scheduled at the time the Paulus and the Ausmuses went that way. We will stop at Gulf Shores and spend a day in Mobile and the Bellingrath Gardens. If the weather is good, we shall probably go deep-sea fishing the second day. Wish you and Frances were here to go with us. We still remember very pleasantly our trip to the Gulf with you two.

Dr. Burton Paulu

-2-

February 6, 1954

I apologize for not having written more often, but we are to plunge into TV here as soon as I can place orders for equipment, so my time has become more and more rare. I am attempting to reduce the necessary travel for NAEB in order to devote more time to the local scene.

I hope your stay in England continues to be exciting and profitable. My kindest and best regards to Frances and the children.

Sincerely yours,

Graydon Ausmus  
President

GA/sbr

cc: Executive Committee and  
Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

147 Argyle Road  
London, W. 13  
February 17, 1964

NAEB

*Pauline*

Dear Graydon:

Yours of February 6th makes it sound as if your life is really interesting these days! A trip to the Gulf with the Hulls (which brings back memories of our lovely long week-end there), plus the addition of educational television in Alabama. It all sounds wonderful!

It seems hardly possible that my year here is about half over. In official observance of that event Frances and I are planning a three week's jaunt to the Continent--the first time we've been more than a few hours away from London since we arrived here in September. We've planned weeks in Rome, Paris and Brussels: Rome and Paris are officially visits approved by and hence to some extent financed by the Fulbright Commissions in those places; the Brussels affair is to attend an educational television meeting at which Larry and I both speak. We'll be gone on that jaunt from about February 27 through March 20, which fact I record in case you should want to reach me then: the first week I'll be in Rome, third in Paris, so I could be addressed in care of Graham and Larry respectively during those periods.

In regard to your letter of the 6th: I am somewhat more concerned than you apparently about the future of the Fulbright arrangement here. Even though the folks in Washington say OK, the group here must be sold too. There is no dissatisfaction with work in educational broadcasting per se; it is only that there is so much demand from British schools for experts in other fields, and so little for people in our area. I'll be seeing Taylor next week and will keep my ear to the ground on this; but I would suggest close liaison with Francis Taylor in Washington. Don't count this as sure yet!

One factor here is the BBC \$56,000. Discussing this with the director of the General Overseas Services yesterday (who has North American services under him), I suggested that I would be glad to help select the bits and pieces which are presently being sent to America. (Apparently they do and will continue to send Basil Thornton some stuff for distribution to NAEB or anybody else). This suggestion did not meet with any enthusiasm: since we do not pay the piper, we are not invited to help call the tune was, in effect, the reply.

I did however get the impression that a token contribution might help our position. Now, since we do have a leg on that \$56,000 rubber, I would suggest conversations between somebody representing NAEB in the States and Thornton (or me and BBC here) to give them something--say \$5,000 per year or something. Then our man over here could get in on making a few choices; and that would strengthen our hand with the British Commission. It would give us a double approach: research (which is about the only big project an NAEB man can engage in if the BBC here don't care for his help in arrangement exchanges); plus the program exchange angle.



Relative to your suggestion that I do "a commentary, written or recorded, on the British scene": this is a good idea. I am currently writing up a good deal of stuff on broadcasting here; some of this might be done as a spoken piece, but its too early to tell for sure. Other subjects might be broadcast about too. I'm not a political journalist, and should rather not try to describe the British political scene as Hovey does so well that in Italy; but there are other things as well, and I shall think these over while out of the country the next few weeks. I did a somewhat chatty piece for the next News-Letter on BBC television which you will soon be reading, by the way.

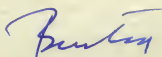
Other things: twice I've appeared on Ask Me Another, a quizz show on the Light Programme which is trying to select the "Brain of Britain." These two rounds I've won! I record the third time on April 4. . . . I've suggested that I give three talks on American Broadcasting on the Home Service, though have had no answer yet. But they need something like that, since American broadcasting is dragged into the current controversy so often, and seldom to its credit. . . . Upcoming are talks at the Univ of Bristol and Univ of Liverpool on the same subject. . . . The Listener ran a somewhat erratic piece on the recent UNESCO report on world tv, which dealt mostly with educational tv in USA. I wrote--and got published--a correcting letter (which I am sending to Harry in case he wants to put it in the News-Letter.

Before I sign off: please do not indicate to Young that I have been discussing this with Taylor and am concerned about what may happen here. Please do not mention my talks with the folks here at BBC in the event anybody from NAEB approaches Thornton, since our chats were "off the record" and confidential--the BBC man's especially.

And, since I shall now be sending along News-Letter copy, please do not quote from this or any other of my letters, in the News-Letter.

With best personal regards,

Yours sincerely,



Burton Paulu

cc. Harry Skornia

PS. Recently, listening to a new Home Service news analysis program called "At Home and Abroad," I heard Si Siegel discussing the Bricker Amendment, in a short talk previously short-waved and recorded from NY. A good job, too, as I write and told him.



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

February 17, 1954



NAEB

Dear Harry:

Thank you for the material--NAEB bulletins and reports, Jeffersonian Heritage, et al. This morning I spent forty minutes on the phone trying to get through Customs the second Ways of Mankind Album; it came to my house, complete with \$15 (\$5) customs and purchase tax bill on Christmas Day. I was in a bad mood and sent it back, and began negotiations with everybody in the British Govt excepting only the Queen and Phil! I finally got a piece of paper from the Treasury excepting me from Customs duty, but nothing yet about purchase tax! This morning I tried to get that cleared up. This is no fault of yours, please understand: it's just that my attempt to save NAEB \$15 has involved two months delay; next time I'll pay and send you the bill!

I've been working on the features Department to get them to finish monitoring the Jeffersonian series with a view to broadening them. Also gave them a copy of the book. I checked up yesterday: not yet through with them. Friday I see Grisewood and will suggest he look into the matter too. What this seems to boil down to is that they could monitor those records if they really wanted to, but they don't feel excited about it. Once I get a reply on the Jeffersonian I'll try the new anthropology Series on them, but I don't want to complicate matters now with that, until the first project is settled one way or the other.

To the Embassy Library I supplied a complete set of all NAEB material plus one each of the books. They mentioned that I didn't give them the first monitoring study. If any are available, could you mail me two or three? Incidentally, Mr. Nolan, the librarian suggested that if we sent ~~two~~ copies of our main studies to: Information Center Services, United States Information Agency, Washington, 25,--they could give us world circulation on our material. This seems good procedure to me: if you'd send them (provided we have enough copies) such things as the three-year monitoring summary, Lincoln Lodge, and the bibliography, they'd send copies to all US Information Libraries in all the countries of the world.

The BBC is sending you a couple of hundred copies of the Radio Times for mailing out with a future News-Letter. I thought this might be of interest to NAEB members, and accordingly arranged it. Shortly I'll write a little piece on what the Radio Times is, for you to run in that issue of the News-Letter.

Box 2002  
University, Alabama

February 23, 1954

Dr. Burton Paulu  
c/o Mr. Graham Hovey  
Via Ocaia, 43 (Int. 11)  
Rome, Italy

Dear Burton:

Your letter of February 17 raises two or three questions to which I should like to respond.

First, there are two or three elements of surprise in it. In all of my conversations with everybody in the BBC last summer no one would listen to the idea of a token contribution and Basil, long before I went over there, made it quite clear that at no point was I to even mention a token contribution. If your impression "that a token contribution might help our position" is correct, there has been a complete reversal of attitude. Frankly, at this point I don't know whether the \$15,000 originally offered by Scotty is still available, particularly in light of the fact that the Center has now taken over all of those negotiations which involve programs. Skornia and I are to see Newburn next weekend and we might approach the subject of the availability of that \$15,000. In the meantime, I doubt that it would be wise for you to get the hopes of the BBC boys up on this score.

I am not surprised that your suggestion concerning your helping select programs which are being sent over here did not meet with open-armed enthusiasm. In my conference with Grisewood last summer, he asked me what specifically you would be doing in England and I mentioned the possibility of your helping select programs to come this way. He and Looker, who was present, both bristled quite visibly at the suggestion and gave me to understand that the decision for overseas programs was strictly a staff decision. I wish you joy on that score.

I must confess that I have serious doubts that there will be any money for the BBC or any other overseas service unless NAEB launches its own fund raising campaign, independently of FAE and the Center.

Harry may have some report to make soon on the Fulbright arrangement. I suggested some time back that he send a special notice to all NAEB stations asking them to begin planning in terms of securing a Fulbright scholar for next year. I don't know what progress he has made or whether he has secured any letters from member stations or not. If he has not, he should begin some specific contacts to try to place the three scholars from the U.K., France, and Italy. When I talked to Young in December he told me that the funds approved for the scholar from Italy and from France at Miles' and Hull's shops were adequate. The breakdown on the return U.K. scholar occurred in the negotiations between Parker Wheatley and Basil Thorton. Parker had agreed to accept a scholar from England and began conversations with Thorton concerning it.

Dr. Burton Paulu

-2-

February 23, 1954

Your trip to the Continent sounds very exciting indeed. I hope you and Frances enjoy it thoroughly and I know you will do a good job for the U.S.A. I look forward to having a review of the experience.

My best wishes to you on the April 4 "Brain of Britain" program. I am not surprised that you are a two-time winner.

Please extend my warmest regards to Looker, Madden, Barnes, McCall, Frost, and Hugh Green when you see them. They were all remarkably kind to me during my visit.

I shall be in Washington again next month sometime and will see Francil Young to see if I can get further enlightenment concerning the three scholars which have been approved for next year. Naturally, I will not mention your concern over the BBC situation. I will make it a point to see Basil Thorton soon also, and will observe the same rule regarding your BBC comments.

My kindest regards to Frances and the children.

Sincerely yours,

Graydon Ausmus  
President

GA/sbr



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

February 23, 1954

Mr. Burton Paulu  
147 Argyle Road  
Ealing  
London W. 13, ENGLAND

Dear Burt:

Thanks very much for yours of February 17. Sending this to your London address, with carbons to the other addresses, so whoever gets a copy first can "break" it.

Sorry about the hassles with customs. We're waging a campaign at this end to secure facilitating procedures on both exports and imports here.

I'd be more surprised if NBC took JEFFERSONIAN than if they took WAYS OF MANKIND, history being what it is.

I'm writing Information Center Services, as you suggest, re world distribution of our items. I've been hitting all international contacts (which I have) hard, and we're exchanging publications with nearly everyone now, besides the huge job Siegel is doing. We'll see that Radio Times goes out with Newsletter issue on what it is.

We'll send the note you suggest, to publishers of the books you got, soon as we have a minute. I'm trying very hard to create the impression that the NAEB is the most thoughtful, courteous organization in the business. Can't do a perfect job, but we do try.

Your schedule looks like a busy and significant one, Burt. For all three of you, I doubt if we'll ever again be able to watch for Fulbright representation. Only sorry our support has been sometimes slow and incomplete. We are occasionally a little cumbersome and heavy on our feet as compared to some other organizations, but that is also true of democracy at work in other areas.

I think Graydon has covered the money question for NBC. Would the NBC be interested in taking any of our other shows, like AMERICAN ADVENTURE? This would of course be something to coordinate with Sy, whom I asked Holt to mention it to, earlier.

Your success on "Ask Me Another" is gratifying, though not unexpected. Please provide us material for a Newsletter separate feature or squib on this. Best of luck on April 4. Your Newsletter story was fine. Ask Larry and



February 25, 1954

Graham to go and do likewise. Could you get us a collective letter on your get together, exclusively for Newsletter?

We'll try to get enough for a story on Sy's "At Home and Abroad" appearance for next Newsletter too.

Harold Hill has just been named Associate Director. See attached dittoed notes on this.

The best to you three fine gentlemen and your families. With the groundwork of Siegel, Probst, Harley, Ausmus et al, and your "follow-up," I'm sure, the NAEB's good name is becoming increasingly respected.

Sincerely,

Harry J. Skornia  
Executive Director

EJS:ms

cc: Hovey  
Creschko  
Siegel  
✓ Ausmus

Enclosure: AMERICAN ADVENTURE brochure  
THEY FOUGHT ALONE brochure  
Hill Announcement Sheets (2)

Under Separate Cover: WAYS OF MANKIND PRELIMINARY REPORT (2 each)  
Coin and Marks Report (1 each)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS

119 GREGORY HALL

URBANA, ILLINOIS

March 11, 1954

Mr. Burton Paulu  
147 Argyle Road  
Ealing  
London W. 13, ENGLAND

Dear Burt:

Let us hear more on the UNESCO-TV proposal. (Your last letter)

Do you need Fulbright extension? Or only authorization to attend on behalf of NAEB. No money involved, I hope.

Regards,

Harry J. Skornia  
Executive Director

HJS:sms

cc: Ausman  
Siegel

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM

September 20, 1954

Mr. Graydon Ausmus  
Radio Station WUOA  
University of Alabama  
University, Alabama

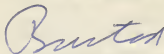
Dear Graydon:

Just a note to say that the Paulu family is back.

Frances has put the house in order; the two older Paulu's are in school; Tommy helps Mother around the house; and Burton is holding his nose to the grindstone in the office every day, Monday through Friday.

How's it with all of you? Do write and brief me on: the Ausmus clan; educational TV in Alabama; and the national picture with NABE.

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP:dg



Box 2002  
University, Alabama

September 23, 1954

Mr. Burton Paulu  
Radio Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

I have been waiting for a long time for your letter of September 20 saying, "The Paulu family is back!" Now I shall be waiting eagerly for your reactions to the year in the U.K. I know it was a wonderful experience for you and the family. I know Frances and the youngsters are glad to be back in their lovely home and I am sure you are glad to be back at the reins at KUOM.

I suppose that I need not tell you that all of us are immensely concerned that the VHF channel in Minneapolis - St. Paul has not been developed nationally. It is beginning to stand out. I feel more confident now that you are at home that something can come of it.

I'm eager to see you and hope we may soon have a long chat concerning NAEB. I have missed your wise counsel and advice during the past year. Many things are at a point of resolution and many important decisions are coming up at the Fall Convention. I hope to schedule a rather lengthy Board meeting to discuss again directions for the next ten years. The past two years have been necessarily a period of waiting and maneuvering. Now, decisions have to be made and they must be the right ones.

Miss Moyra Youds, Staff Producer for the BBC, is now with us for the nine months ahead. We are extremely pleased to have been able to work out an arrangement whereby we could secure such a person at the University of Alabama. I hope you and she may have an opportunity to exchange reactions at the Fall Convention.

Mrs. Ausmus is not teaching for the first time in eight years and is currently having a well deserved rest. The other two important members of my family are happy and busy.

Our own TV development here is moving rapidly and we expect to be on the air from our own studios by early November. As you can easily imagine there is much noise and confusion, much coming and going.

Mr. Burton Paulu

-2-

September 23, 1954

Awfully glad you are back and look forward to seeing you soon. Warmest regards to your family.

Sincerely yours,

Graydon Ausmus  
President

GA:ap

November 2, 1954

Mr. Burton Paulu  
General Manager  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

I am glad to note that the members got you back into operational gears. I know the organization will be better off for having you as a regional director. I hope we can go forward with the work of NAEB this year.

With kind personal regards.

Sincerely,

Frank E. Schooley  
President

FES:js



Urbana, Illinois  
October 19, 1953

Mr. Northrop Dawson, Jr.  
Acting Manager  
General Extension Division  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Bun:

Thanks for your letter. Attached check, returned by banks, indicate that I deposited and returned. Can't understand why, unless Minnesota has some short-term for checks. One drawn here is good for year. In any event, your bank refused to honor the check.

As I explained to Burton, so far as I am concerned the \$31.90 should also be returned to me. When I talked with Burton he agreed. There is no other officer holding funds for miscellaneous expense.

So, you may wish to send me another check or two.

Yesirree, I'll see you at Norman.

Regards,

Frank E. Schooley  
Station Manager

FES/bc  
Encl:

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM  
770 ON YOUR DIAL

26 May 1953

Mr. Frank Schooley  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Frank:

Here is a check for \$169.58 to close out the NAEB convention balance. (Although in my letter of April 22 I indicated that the balance was \$169.65, a 7¢ charge is made each time I write a check with the result that the amount I can transfer to you is only \$169.58.)

Depositing your check No. 146 for \$3.83 I therefore make up the deficit in the General Account, as indicated in my April 22 letter. There remains therefore in this account \$31.90 (including the 7¢ deposit charge on your check). What disposition would you propose for this balance? Should I retain this as remuneration for personal services rendered in the completion of the bibliography, should I keep it in the NAEB account here to be drawn against other NAEB expenses, or should I send it to you?

Yours sincerely,

(SIGNED)

Burton Paulu  
Manager

Enc-check (\$169.58)  
BP:cjm

UNIVERSITY OF MINNESOTA

GENERAL EXTENSION DIVISION

MINNEAPOLIS 14

RECEIVED  
RADIO STATION

OCT 19 8 10 AM 1953

WILL & WING  
UNIVERSITY OF ILL. 1953

RADIO STATION KUOM  
770 ON YOUR DIAL

October 16, 1953

Mr. Frank Schooley  
Station WILL  
University of Illinois  
Urbana, Illinois

Dear Frank:

We have just dug out an August 11th statement from the University National Bank of Minneapolis for the 1952 NAEB Convention account, indicating a balance of \$201.55.

Previous correspondence to you from Burton indicates that on May 26, he sent you a check for \$169.58 of this amount, and asked what disposition you proposed for the remaining \$31.90.

Judging from the August 11th statement, the May 26th check for \$169.58 has not yet been cashed by you. Also, what should be done with the remaining \$31.90?

Will hope to see you in Norman and bend an elbow or two!

Best personal regards,



Northrop Dawson, Jr.  
Acting Manager

NDJR/msp

Enc.--copy of 5/26 ltr.

14 Gregory Hall  
Urbana, Illinois  
November 5, 1956

Dr. Burton Paulu  
Director, KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

Unless you hear from us to the contrary we accept your suggestion for your visit here on November 15-16. Actually these days are better for both Schooley and Skornia. There still remains the possibility of Schooley being tied up on our TV trial on either one or both dates but this possibility is less remote than the 12th and 13th. At this hour I am scheduled to meet with Newburn, Steetle, and Lowry on Monday, and I go on trial to be on the witness stand on Tuesday, November 13.

Best regards.

Sincerely,

Frank E. Schooley  
President

FES:fah

cc: Dr. Skornia



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED  
RADIO STATION

OFFICE OF THE REGIONAL DIRECTOR

NAEB

NOV 5 1950  
November 1, 1956

WILL & WUC  
UNIVERSITY OF ILLINOIS

Mr. Frank Schooley  
Station WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

Dear Frank:

I have been looking over my calendar relative to that visit I want to pay to Urbana in the middle of November.

I could come any day of the week beginning November 12, although as things are now shaping up, it would be a little better if I came down on the 15th and 16th, rather than earlier. Or, I could come the beginning of the following week, the 19th, although we shall certainly want to arrange things so that all of us will be free to be with our families on the afternoon of the 21st in order to get ready for Thanksgiving on the 22nd.

I am sending a carbon of this to Harry suggesting that you and he confer together and let me know the best date.

Incidentally, Monday the 12th will not be a holiday at the University of Minnesota. If it is a holiday in Illinois (on account of Veterans Day coming on Sunday), that would be a good reason for avoiding Monday from your point of view.

With best personal regards,

Yours sincerely,



Burton Paulu  
Director of Region 4

BP:lt

14 Gregory Hall  
Urbana, Illinois  
November 21, 1956

Dr. Burton Paulu  
Director, Region 4 NAEB  
KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

November 26 week seems o.k. by me and by Skornia, and we assume you'll show up here on November 26. It would seem to me--today--that Monday is as good a day as any. I can't tell too far in my life, anyhow. On top of labor negotiations which often take my evenings on short notice.

My representation of JCET doesn't end until next April, so don't know that there is any hurry on that particular matter. I assume it will be on the Paulu-Schooley-Skornia-Hill-NAEB agenda while you are here, anyway.

Best regards.

Sincerely,

Frank E. Schooley

FES:fmh

cc: H. J. Skornia

P.S. If you'll advise we'll arrange room...fes

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED  
8200 STATION

OFFICE OF THE REGIONAL DIRECTOR

NAEB

NOV 21 2 44 PM 1956

November 20, 1956

WILL-AM-  
UNIVERSITY OF ILLINOIS

Mr. Frank Schooley  
Station WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

Dear Frank:

How's your schedule shaping up? Would sometime during the week of November 26-30 be a good time for me to call on you and Harry? I could come anytime that week.

In this connection, let me raise some questions about JCET. Does your present term as NAEB member on JCET end on December 31, or on some other date? In the event that I shall soon have to be considering the matter of an NAEB member, I'd like to attend one meeting as a non-participating observer before having to take action on future NAEB membership. I understand the next meeting is December 5. If this decision must be made soon I'd like to accompany you to Washington at that time. I imagine JCET would be willing to pick up the check for two NAEB people at one meeting under such circumstances.

I'll send this off air mail. If you can get a reply back by Friday, November 23, you can air mail your answer; if not, perhaps you should call me on Friday (Federal 2-8158, Extension 6845) so I can make my plans one way or the other for next week.

Best personal regards,

Yours sincerely,

*Burton*

Burton Paulu  
Director of Region 4

BP:lt

*cc H Shavis*

FROM: MINNEAPOLIS, MINNESOTA

TO: FRANK E. SCHOOLEY

PLANNING TO ARRIVE URBANA 7:42 PM NOVEMBER 26. WOULD  
APPRECIATE YOUR MAKING ROOM RESERVATION AND ADVISING  
BY WIRE WHERE SECURED.

BURTON PAULU

KUOM

UNIVERSITY OF MINNESOTA

cj

NOV 23 3 09 PM 1956  
RECEIVED  
RAID STATION  
WILL & MDC  
UNIVERSITY OF ILLINOIS



UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

December 5, 1956

RADIO STATION KUOM

DEC 7 6 31 PM 1956

RECEIVED  
UNIVERSITY OF ILLINOIS

Mr. Frank Schooley  
Station WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

Dear Frank:

You were wonderful to me when I was in Urbana. Thank you for everything.

Tell Eleanor, thank you for the dinner. I liked your children--and found Jean Brown highly intriguing!

I am traveling to Washington, New York, Lansing and Ann Arbor as per our conversation. My itinerary is enclosed.

With best personal regards.

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP:lt

MR. PAULU'S ITINERARY

December 5

Leave Minneapolis - Northwest Airlines - 2:50 P.M.

Arrive Chicago 4:45 P.M.

Leave Chicago 5:15 - American Airlines

Arrive Washington 8:20 P.M.

In Washington, stay at Willard Hotel

December 7

Leave Washington - American Airlines - 7:10 P.M.

Arrive New York 8:25 P.M.

In New York, stay at Gotham Hotel

December 12

Leave New York - Capitol Airlines - 5:30 P.M.

Arrive Detroit 7:40 P.M.

December 12 evening stay at Continuation Study Center  
East Lansing, Michigan

December 13-evening

Take bus to Ann Arbor - stay at Michigan Union

December 15

Leave Detroit - Capitol Airlines - 8:05 P.M.

Arrive Minneapolis 9:15 P.M.



NAEB

14 Gregory Hall  
Urbana, Illinois  
December 7, 1956

Dr. Burton Paulu  
K U O M  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

I believe it would be appropriate for me to comment on recent correspondence of your's, Hill's, and the Public Relations Policy Committee.

First, let me say I certainly say the right decisions are being made, but some additional data may be helpful to all.

The publication consultants, without knowledge on my part, and at the time Hill was writing you, indicated to me informally that they were going to make some such suggestion, too. In fact, I think they are going to suggest a Newsletter every two weeks. We don't need to act on that until later, because frequency can be changed later. I thought all would be interested in knowing what's coming from the consultants--now writing in rough draft their report.

Now, I do wish to record one strong feeling I have related thereto. I believe every effort should be made to keep the costs within present costs. I mean relatively close. If this means restricting to four pages, or six pages, or eight pages, then I think we should do so. I believe it can be a better publication, even if at times we need to restrict it slightly. On the other hand, I do feel the publication will be better, and actually will be possible to prepare with less work, handle with greater ease, be accepted better by members, and save some costs of the past, including covers, labor, envelope and mailing costs. Harry and I (at Harry's instigation) have also discussed possibility of using second class postal permit. I think this, too, offers a possibility for cutting costs. It will take a little time to get at all of these, I'm sure.

Sincerely,

Frank E. Schooley

FES:nbs  
CC to Jim Miles  
Harry Skornia/Hill

November 30, 1956

Dr. Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burt:

During the past year I have met several times with the NAEB Public Relations Policy Committee (Jim Miles, chairman) and one of the main topics of discussion at each meeting has been the Newsletter. At the last meeting of the group, in Atlanta, I was instructed to see if we could put out the Newsletter in roughly the same format as the NARTB Member Service newsletter (copy enclosed) without any great increase in costs.

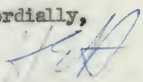
I have obtained estimates from the same printer that is putting out the Journal. 1500 copies (which is approximately what we will need starting in January when we add the Individual members - former AERT members - to the mailing list) will cost approximately \$125 per issue. This would be for 12 pages of printed matter which would be roughly the equivalent of 36 pages as currently mimeographed. And, of course, following the NARTB format there would be no separate cover, but merely a masthead.

For our present run of 650 mimeographed copies per issue we pay from \$50 to \$90, depending on the number of pages. I have checked and find that 1500 copies would cost nearly \$250 per issue. This, of course, does not include the cost of a cover like the present one. The cost of the cover would add approximately \$15 per issue.

Since getting the bid for printing I have again talked this over with Miles and Skornia. We are all agreed that we should at least try this for a few issues to see how it works out. The purpose of this letter is to see if you have any objection to such a project, at least on a trial basis. Since the copy for the January issue should be in the printer's hands by about December 20, I would appreciate your letting me know as soon as convenient. Harry suggested that I drop you this note directly, since I know the details better than he does.

I'm sorry that we didn't get to chat a little longer in Chicago the other day. I was able to get on the earlier flight to Champaign and I hope you were equally fortunate.

Cordially,

  
Harold E. Hill  
Associate Director

HEH:dfc

CC: Mr. Frank Schooley ✓



*Happy New Year I sent*

MEMORANDUM

(effective January 1, 1957): December 21, 1956

TO: NAEB EXECUTIVE COMMITTEE: (Richard Hull, Vice President-elect; Jack McBride, Secretary-elect; Robert Colman, Treasurer); and Harry Skornia, Executive Director

CC: To - Board of Directors (as of January 1, 1957) (for their information)

FROM: Burton Paulu, President-elect

First, let me tell you how happy I am to have such a fine set of officers and directors to work with during 1957. We should make a good team, with the mixture of youth, enthusiasm and experience which we collectively represent

I have just returned from the second of two trips undertaken to orient myself for my new duties as NAEB President. First I went for a couple of days to Urbana to talk to Frank Schooley and Harry Skornia. Then I took a somewhat longer trip to Washington, New York, East Lansing and Ann Arbor. In each place I talked to people holding various points of view on educational broadcasting and NAEB. Both trips were well worth while.

One of the things I am very anxious to do upon succeeding to the presidency is to revive the Executive Committee which met rather frequently during the Siegel and Ausmus regimes. You will recall that during their terms of office, the committee, made up of the president, vice president, secretary, and treasurer (the Executive Director also attended) met every three months or so to review the basic problems of the organization and to advise the president. This procedure I should like to reinstate. I want and need your advice; this should involve more people in the decisions of the organization; should help provide continuity in policy; and should facilitate liaison between the officers and the Board of Directors. Such a committee, of course, cannot reverse the actions of the Board of Directors, but it can make some interim decisions. (It would still be possible, in the event of a major policy matter, for the whole Board to be convened,

although at the moment I can foresee no crisis that would justify our going to that much trouble or expense. The full Board, of course, will meet as usual in Columbus at the time of IERT.)

I suggest, therefore, that the Executive Committee meet at the earliest possible date in January. In order that you may have a choice, I am listing below ten dates beginning with Friday, January 4, and requesting that you circle those when you could attend a two-day meeting.

4 5 6 7 8 9 10 11 12 13

(ANY COMMENTS AS TO PREFERENCES?)

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Next is the question of place. We could meet at some centrally located place <sup>Ch</sup>at Chicago, at the NAEB headquarters in Urbana, or we could rotate among our several locations. The advantage of Chicago is convenient access; the advantage of Urbana is that it is at NAEB headquarters (although this is somewhat offset by the fact that Urbana is a harder city to get to than some of the other places listed). The advantage of meeting in turn in our respective locations is that we could see each others' places of work; furthermore, each time at least one member of the committee would not need to travel.

I am listing below (alphabetically) the places where we might want to hold our first meeting. Please number them in the order of your choice:

- \_\_\_\_\_ Chicago
- \_\_\_\_\_ Columbus
- \_\_\_\_\_ East Lansing
- \_\_\_\_\_ Lincoln
- \_\_\_\_\_ Minneapolis
- \_\_\_\_\_ Urbana
- \_\_\_\_\_ Other

(ANY COMMENTS?)

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Finally, do you (or do any other member of the Board of Directors) have suggestions for the agenda? I have a good many matters, what points occur to you to discuss?

I should add that the expenses for these Executive Committee meetings will be defrayed by the NAEB Kellogg funds, and hence need not be borne personally by the officers or their institutions.

May I hear from you by return mail?

BP:lt

14 Gregory Hall  
Urbana, Illinois  
December 26, 1956

Dr. Burton Paulu  
K U O M  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

JCET Meeting did little except approve budget that Ralph had prepared, in line with approval given previously by the JCET Executive Committee. Considerable time spent in dressing up, but no fundamental changes made. Amount was same as Ralph had furnished prior to meeting, \$139,960, which is same as \$140,000 received for operations this year. Was decided on consideration and motion by Mark Shinnerer that we would not request three-year grant, but would indicate three-year support would be ducky.

Rest of time was spent discussing various spots in USA where development is anticipated, or where shots are being taken, including special predicament of Chairman Jorgensen. Subsequently, on December 28th to be exact, JCET counsel will file reversal of field (based upon engineering studies) changing JCET position on de-intermixture for Hartford, Conn.

Weather was bad, and Jorgensen arrived around 11 a.m., and Schinnerer got in about 45 minutes late. Fuller wasn't there, Newburn wasn't there. Snowden wasn't there. Crippen and Christiansen represented Fuller and Newburn, respectively.

2. On World Brotherhood Conference, I'd say it depends upon what happens, but I'm inclined to your view. If we have someone in New York area, fine. Takes lots of money, on which there might be some doubt of over-all value.

3. On John Dunn, I frankly don't have a good suggestion. I wrote the best I could. I'm afraid writing won't do much good, and certainly arguing with John by letter won't help. I'd almost suggest similar technique, namely brief note of regrets--sorry for first time in history of NAEB which had as one of its originators, Oklahoma, the Sooner State won't have John Dunn in NAEB. Regrets from us, and a proper timing of some opening in the future may bring him back. One never knows.....Just arranged with Al Partridge to handle NAEB exhibit and represent NAEB at AETA conference in Chicago (in between couple of calls on our TV suit).



Page Two

4. Incidentally, I told Maurice Seay that you planned visit at Battle Creek sometime (didn't actually remember, but since he inquired about probabilities, I simply said I knew you had planned visit but didn't know time elements). So, if you'll drop him a note, you'll be welcome there. He suggested presence also of Skornia and Schooley, one or both, but that should be up to him and to you.

Season's greetings.

Sincerely,

Frank E. Schooley

FES:nb

CC to Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE REGIONAL DIRECTOR

Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

December 20, 1956

Mr. Frank Schooley  
Station WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

Dear Frank:

My trip east was interesting and enjoyable and I think very profitable. I stopped in Washington, New York, East Lansing, and Ann Arbor, and saw quite a number of people in each place.

What went on at the JCET meeting on the 14th? I'd appreciate a little report as to the points covered and action taken.

I have before me a copy of Jack Dunn's letter of December 5 to you, in which "For reasons which are quite obvious" (meaning that he was not elected president?) he was declining the invitation to attend the AETA meeting in Chicago. In this letter he also says that his station will not be a member of NAEB for 1957.

How should we proceed? I certainly hate seeing someone who has been in our fold for so long moving out like this. For his own happiness as well as ours, I wish we could do something to have him continue with the Association in a more or less active way. Any suggestions will certainly be appreciated.

Yours sincerely,



Burton Paulu  
Director Region 4

BP:lt

cc H J Skome

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

December 20, 1956

Dr. Harry Skornia  
NAEB  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

I received a letter from Carlos P. Romulo, enclosing a copy of Frank's letter, inviting us to attend the World Brotherhood Conference on January 9, 10 and 11.

How do you feel about this? Certainly there are some very distinguished sponsors for this meeting - I doubt if we ever will find any more distinguished ones. The meetings themselves may be interesting and worthwhile. Yet there is the question of whether this is close enough to our major area of interest to you or me taking the time to attend.

I am inclined to refuse with thanks, saving my time for NAEB meetings and problems. Do you want to go? Should we send one of our New York members? Someone else? Or no one? I'm cold to this -- but maybe overlooking something.

Suggestions please!

Yours sincerely,

*Burton*  
Burton Paulu  
Director Region 4

BP:lt

CC: Frank Schooley

January 2, 1956

Dr. Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burt:

Re MNMC and National Music Council. Harold's letters refer to the former, and I have had discussions with Vanett Lawler on this. Schooley attended Music Council meetings in St. Louis several months ago, and I recall some discussion with him at that time regarding joining. However, in view of our repeated oral pledges of cooperation on projects they proposed, none of the promised outlines for which we have yet received, we haven't proceeded. Perhaps Schooley can fill you in more, since he was the one who attended the last annual conference of the Council.

We'll surely use all the radio news we can get in the Newsletter. But it's hard to cook it up out of thin air... It's the same thing as my appeal for radio uses for instruction for the Fact Sheets.

I think Harold answered your other questions, except Yourd's, which we'll work on as soon as we can. There are very few places where we don't have radio stations, so the MNMC analogy with MTV isn't applicable. I'd say our Rates apply whether there is an NAED station or not, though we release to commercial stations only after expiration of three months following airing on our Net schedule, since some have to air on delayed basis. Our table includes statements of which is tape and which is rights costs, I think. Will write Kenon this.

I'm free for any January dates after January 7 for Executive Committee meeting.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/mfb  
cc: Schooley ✓  
Siegel



January 3, 1957

Dr. Burton Paulu  
Director, NAEB Region IV  
Radio Station KUOM  
University of Minnesota  
Minneapolis, Minn.

Dear Burt:

After checking further on National Music Council relations, I find that, as Harold stated, what he referred to was correspondence with the Music Council, not Music Educators National Conference as I stated in my note to you. Slip up due to using memory in absence of chance to check files.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/hek

cc's: Siegel  
Schoolley ✓

January 3, 1957

Dr. Burton Paulu  
KUOM, One Eddy Hall  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

Sorry I didn't get up this week-end, but unless travel plans are changed, won't make it. Asked Otey to call you this morning.

Have a suggestion for consideration. From start of headquarters operations, I think we have had certain wastes in giving some persons too much in way of "free copies." And, I have been a party to starting and carrying on. Harry and I have discussed, and Harry has worked toward reducing "free copies" in many areas.

For example, when Harry took over we gave officers ten free copies of the Newsletter only to find out many were wasted. It's now cut down to five or less.

Personally, I feel an officer-director should be willing to accept one free or complimentary copy of everything. His own membership, institutional or personal, brings him an additional copy for staff use.

This leads me to urging adoption of some such plan as complimentary copies for regular publications, limit of two to individuals. This would go for Journal, Newsletter, Fact sheets.

I would suggest that when individuals need additional copies, decisions be made upon basis of need and copies available, but that all such be forwarded to headquarters. In this way, for example, a hundred copies in headquarters could go where greatest need and good would be indicated. I should think the Executive Director, or Executive Director upon recommendation of any officer or director might make occasional exception for good of cause, but we wouldn't have machinery set up month after month to give excessive copies, involving printing and postage costs.

On the JOURNAL, exception should be considered. For example, we don't pay for articles. My practice has been to send two copies to authors. I would be disposed to give an additional ten upon request, without charge. Over and above, there should be a charge. Maybe my suggestion here is too liberal, but Harry and I have discussed and this looks good at this date.

Page Two

There is a problem and it would be unwise not to mention. Tracy Tyler, now editor of JOURNAL, has been getting 25 copies. I've tried to cut back slowly, and he keeps pressing. Doesn't disturb me, and we can work out, even if he elects not to serve unless he gets 25 free copies. I feel that's too many. If we come to a lower figure, then what I have suggested for authors might be an appropriate figure--two plus ten, or a total of twelve. And, if its easier to leave me to work this one out, it's o.k. I do suggest consideration of "free copy" problems, and urge adoption of some principle.

For what its worth.

Sincerely,

Frank E. Schooley

FES:nb

CC to Skornia

UNIVERSITY OF MINNESOTA  
GENERAL EXTENSION DIVISION  
MINNEAPOLIS 14

RADIO STATION KUOM

January 4, 1957

Mr. Frank Schooley  
Station WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

Dear Frank:

One of the secretaries from the Athletic Department called me yesterday morning to report that you would not be in Minneapolis this weekend. I am sorry about this. Frances and I had already reserved a place for you at our table Saturday evening.

But do come again, and visit us at home when you do.

Thank you for the best wishes. I will need them - plus your help, support and advice!

Yours sincerely,



Burton Paulu  
Manager of KUOM

BP:lt



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

January 4, 1957

Miss Margaret Grant,  
Executive Secretary  
World Brotherhood  
43 West 57th Street  
New York 19, N. Y.


Dear Miss Grant:

Thank you very much for the invitation to attend the conference, "Removing Roadblocks to World Peace," on January 9, 10 and 11. This subject interests me personally, and it is also one in which the National Association of Educational Broadcasters has a genuine interest. The fact that my friend, Senator Hubert Humphrey, is among those participating is another reason I should like to be present.

But unfortunately, my too-busy schedule makes it impossible for me to attend.

Fortunately, though, we have in New York City in the person of Seymour N. Siegel, Director of WNYC, an active member of our Association who is also chairman of our international relations committee. I should like very much to have Mr. Siegel represent us, and hope therefore that you will extend an invitation to him.

Yours sincerely,



Burton Paulu  
President

BP:lt

CC: Seymour Siegel  
✓ Frank Schooley  
Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

January 15, 1957

Mr. Carl H. Menzer  
Station WSUI  
Station University of Iowa  
Iowa City, Iowa

Dear Carl:

At its meeting in Minneapolis last week, the NAEB Executive Committee discussed the proposals which you forwarded from the Engineering Committee to Frank Schooley on December 18, 1956. These included recommendations for a workshop on kinescope operations, and for a radio and audio seminar, in addition to funds for some NAEB Engineering Committee meetings in 1957.

Since the setting up of workshops and seminars is for the most part a function of the Professional Advancement Committee (of which you continue as a member) I shall bring this matter to Earl Wynn's attention.

These might be subjects for the allocation of present funds, or for special requests to the Ford or some other foundation for the year 1956-57. In any event, let me acknowledge your request and assure you that one or another of our committees will give the matter careful consideration.

With best personal regards,

Yours sincerely,



Burton Paulu  
President

BP:kls

CC: Harry Skornia

Frank Schooley ✓

Earl Wynn

JANUARY 30, 1957

MR. BURTON PAULU  
STATION KUOM  
UNIVERSITY OF MINNESOTA  
MINNEAPOLIS, MINNESOTA

DEAR BURTON:

AS YOU ARE WELL AWARE, THE HEADQUARTERS PERMANENT FINANCE COMMITTEE HAD SEVERAL MEETINGS DURING THE NAEB REGION III CONFAB HERE AT PURDUE. WE REVIEWED RATHER THOROUGHLY MY REPORT TO FRANK SCHOOLEY UNDER DATE OF NOVEMBER 21ST. IT WAS EARLY AGREED THAT INASMUCH AS THERE HAD BEEN NO REACTION TO THIS PROPOSAL WE SHOULD SEND AN ADEQUATE NUMBER OF COPIES TO YOU FOR DISTRIBUTION TO THE BOARD WITH AN URGENT REQUEST FOR REACTIONS TO OUR PROPOSALS. IT WAS FURTHER AGREED THAT I SHOULD REQUEST SOME TIME DURING THE BOARD MEETING AT COLUMBUS IN MAY TO DISCUSS THESE MATTERS WITH THE BOARD.

WE DISCUSSED AT SOME LENGTH THE QUESTION OF THE SERVICES WHICH WOULD BE LOST IF THE MINIMUM BUDGET WE PROPOSED WAS ADOPTED. THE FIRST OF THESE WAS THE FACT THAT TO ALL INTENTS AND PURPOSES HEADQUARTERS HAS AVAILABLE TO IT THE SERVICES OF MORE THAN ONE CLERK-TYPIST NOW AND THAT THIS IS REALLY NOT ENOUGH FOR THE PRESENT LEVEL OF OPERATION. HENCE IT BECOMES READILY APPARENT THAT THERE WOULD NOT BE READILY AVAILABLE SECRETARIAL SERVICES TO HEADQUARTERS UNDER OUR MINIMUM BUDGET.

SECOND - THERE CERTAINLY WOULD NOT BE ADEQUATE NAEB REPRESENTATION AT MEETINGS OF OTHER NATIONAL SOCIETIES INTERESTED IN EDUCATION.

THIRD - THERE COULD BE NO REGIONAL MEETINGS, SEMINARS, OR COMMITTEE MEETINGS UNDER THE REDUCED BUDGET.

FOURTH - THERE WOULD BE GREATLY REDUCED SUPPORT FOR EXECUTIVE COMMITTEE AND BOARD MEETINGS AVAILABLE.

SEVERAL OTHER LOSSES WERE MENTIONED AND IT WAS AGREED THAT HAROLD HILL WOULD PREPARE A CHART SHOWING IN SOME DETAIL THE SERVICES NOW PERFORMED AND THOSE HE BELIEVES IT WOULD BE POSSIBLE TO PERFORM UNDER THE PROPOSED MINIMUM BUDGET. SUCH A CHART WILL BE FORTHCOMING FROM HILL DIRECTLY TO YOU IN THE IMMEDIATE FUTURE.

OTHER DISCUSSION CENTERED AROUND A POSITIVE STATEMENT ON THE PART OF THE BOARD AND THE REALIZATION ON THE PART OF THE MEMBERS THAT A HEADQUARTERS WAS A MUST IF WE ARE TO BE ABLE TO ATTRACT FUNDS FROM FOUNDATIONS OR OTHER SOURCES. IT WAS FURTHER FELT THAT IN THESE DAYS OF INFLATION THE PROPOSED FEE RISE FOR ETRC SERVICES COULD CONCEIVABLY WIPE OUT SUPPORT FOR NAEB FROM TELEVISION MEMBERS. THIS, OF COURSE, LED LOGICALLY INTO WHAT WE

MR. BURTON PAULU

JANUARY 30, 1957

HOPE IS A TRUISM THAT WE CANNOT HOPE TO RAISE FEES UNLESS WE INDOCTRINATE OUR MEMBERS TO THE AMOUNT AND QUALITY OF SERVICE CURRENTLY AVAILABLE AND THOSE THAT WOULD BE AVAILABLE IF WE HAD A HIGHER FEE SCHEDULE.

IN LOOKING FOR A POSSIBLE CHANGE IN EMPHASIS WHICH WOULD BRING IN CONSIDERABLY MORE MONEY IT WAS DISCOVERED THAT IN THE AREA OF INDIVIDUAL MEMBERSHIPS WE CONCEIVABLY HAD A CHANCE TO TAP AN ENTIRELY NEW SOURCE OF SUPPORT AND RAISE SEVERAL THOUSAND DOLLARS. OUR RECKONING WENT SOMETHING LIKE THIS:

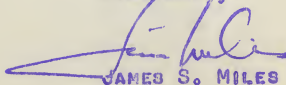
INDIVIDUAL MEMBERSHIPS STARTING IN 1958 WILL BE AT THE RATE OF \$7.50 PER YEAR. IT WAS THE SPUR OF THE MOMENT ESTIMATE BY HAROLD HILL THAT THE 12 ANNUAL ISSUES OF THE NEWSLETTER COULD BE DISTRIBUTED FOR \$1.00 A YEAR AND THAT THE 8 ANNUAL ISSUES OF THE JOURNAL COULD BE DISTRIBUTED FOR PERHAPS AS LITTLE AS \$1.50 A YEAR. THIS WOULD THEN MEAN THAT IF YOU ALLOWED ANOTHER DOLLAR FOR INDIVIDUAL SERVICE TO MEMBERS THE COST OF HAVING AN INDIVIDUAL MEMBERSHIP WOULD AMOUNT TO ONLY \$3.50, THUS ALLOWING A \$4.00 "PROFIT" ON EACH \$7.50 INDIVIDUAL MEMBERSHIP. IN OTHER WORDS, 1,000 NEW INDIVIDUAL MEMBERS WOULD MEAN \$4,000.00 IN THE BUDGET, 2,000 INDIVIDUAL MEMBERSHIPS WOULD MEAN \$8,000.00 IN THE BUDGET, WHICH COULD HELP DEFRAY THE EXPENSES OF HEADQUARTERS. MANY OF US FELT SURE THAT WE COULD SECURE 10 OR 15 INDIVIDUAL MEMBERSHIPS IN OUR HOME OPERATIONS. IF THIS IS THE CASE THE 2,000 FIGURE IS NOT OUT OF LINE.

THESE, THEN, WERE THE ONLY NEW ITEMS DISCUSSED AT THIS MEETING.

I AM ATTACHING SUFFICIENT COPIES OF THIS LETTER FOR DISTRIBUTION TO THE BOARD AND SUFFICIENT COPIES OF THE NOVEMBER 21ST LETTER FOR DISTRIBUTION TO THE BOARD. I AGAIN URGE THAT YOU DISTRIBUTE THEM WITH A NOTE ASKING STRONGLY FOR REACTION TO THE PROPOSALS AND ADVICE TO THE COMMITTEE. WE HONESTLY DO NOT FEEL WE CAN GO MUCH FURTHER WITH OUR DELIBERATIONS UNTIL WE RECEIVE SUCH INDICATIONS OF SUPPORT.

IT SHOULD BE NOTED THAT HAROLD HILL IS BUSY ON THE SUGGESTION OF THE BOARD FOR A MAXIMUM BUDGET FOR COMPLETE HEADQUARTER OPERATION, INCLUDING ESTIMATES OF THEIR NEED AS IT REGARDS SPACE, EQUIPMENT, PERSONNEL, ETC.

SINCERELY,



JAMES S. MILES



January 21, 1957

Dr. Burton Paulu  
KUOM - 1 Eddy Hall  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

Can you send me by return mail any dope on  
Keither's Institute and the Utilization Day. Gertrude  
wants us to be sure to get some kind of squib in Feb-  
ruary issue, and we don't have any dope here. General  
dates, date for utilization date, any dope of this kind  
will be helpful.

Regards,

Frank E. Schooley

FES:nb

## CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION

## TELEGRAM

W. P. MARSHALL, PRESIDENT

## SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SA322 MB520

M LLN472 NL PD=MINNEAPOLIS MINN 7=  
FRANK SCHOOLEY RADIO STATION WILL=  
UNIVERSITY OF ILL URBANA ILL=

1957 FEB 7 PM 11 05

HAVE CHANGED PLANS TO ARRIVE WASHINGTON 1235 NOON MONDAY  
FEB 11 WILL GODIRECT TO DUPONT PLAZA EXPECTING MESSAGE  
FROM YOU=

BURTON PAULU KUOM .UNIVERSITY OF MINN=.

1957 FEB 8 AM 9 05

By - G

TO BE

NOVEMBER 21, 1956

FRANK SCHOOLEY, PRESIDENT  
NATIONAL ASSOCIATION OF RADIO BROADCASTERS  
15 GREGORY HALL  
URBANA, ILLINOIS

DEAR FRANK:

AS YOU KNOW, THE COMMITTEE YOU APPOINTED IN ATLANTA MET IN CHICAGO THIS PAST WEEK-END. INASMUCH AS DICK HULL WAS MOVING FROM ANN ARBOR TO COLUMBUS THAT DAY HE WAS UNABLE TO ATTEND. HAROLD HILL PROVIDED THE AMMUNITION FOR THE MEETING AND WE HAVE COME UP WITH THE FOLLOWING IDEAS:

FIRST - WE BELIEVE THAT THERE IS TIME FOR A LOGICAL DEVELOPMENT OF THE NETWORK SUPPORT PLAN. WE BASE THIS ON THE FACT THAT THE KELLOGG GRANT DOES NOT EXPIRE UNTIL JUNE OF 1959.

SECOND - WE BELIEVE THAT THERE ARE MANY IDEAS THAT SHOULD BE EXPLORED AT LENGTH DURING FUTURE MEETINGS. WE HAVE THUS TENTATIVELY AGREED TO MEET EITHER IMMEDIATELY BEFORE OR IMMEDIATELY AFTER THE REGION III MEETING AT PURDUE JANUARY 18 AND 19.

I BELIEVE IT SAFE TO SAY THAT OUR DISCUSSIONS HAVE BEEN BASED ON THE FOLLOWING THREE PREMISES:

PREMISE 1 - THERE MUST CONTINUE TO BE A HEADQUARTERS OPERATION IF NAEB IS TO BE A REAL VOICE FOR EDUCATIONAL BROADCASTING.

PREMISE 2 - THE NAEB RADIO NETWORK MUST BE CONTINUED AT ITS PRESENT LEVEL AND AS AN NAEB SERVICE BUT AT THIS MOMENT WE DO NOT LOOK WITH FAVOR UPON SUGGESTIONS WHICH WOULD TIE THE HEADQUARTERS' BUDGET AND THE NETWORK BUDGET TOGETHER. WE DO FEEL THAT A REALISTIC APPRAISAL OF THE NEED FOR REPLACEMENT OF NETWORK EQUIPMENT SHOULD BE INSTIGATED AND KEPT CONTINUALLY ALIVE.

PREMISE 3 - WE FEEL THAT IT MAY BE IMPOSSIBLE TO CONTINUE HEADQUARTERS AT ITS PRESENT LEVEL OF OPERATION.

WITH THE THREE IDEAS ABOVE IN MIND WE HAVE PREPARED SOME FAIRLY BASIC INFORMATION FOR OUR CONSIDERATION.

THE FIRST OF THESE IS A POSSIBLE MINIMUM EXPENSE BUDGET. THIS IS AS FOLLOWS:

FRANK SCHOOLEY, PRESIDENT

NOVEMBER 21, 1956

EXECUTIVE DIRECTOR'S SALARY	\$ 12,600.00
SECRETARY	3,600.00
PUBLICATION (NEWSLETTER AND JOURNAL)	6,000.00
SUPPLIES AND EXPENSES	2,000.00
TRAVEL	2,000.00
RETIREMENT AND WORKMEN'S COMPENSATION	1,600.00
NAEB SERVICES (COMMITTEE MEETINGS, BOARD MEETINGS, OFFICERS SUPPLIES AND EXPENSES, ETC.)	<u>5,000.00</u>
TOTAL	\$ 32,800.00

WE HAVE THEN COMPARED THIS WITH THE FOLLOWING INFORMATION WHICH IS BASED ON HAROLD HILL'S MEMO OF NOVEMBER 7TH AS FOLLOWS:

INCOME EXPENDED FROM DUES OF ALL MEMBERS, EXCEPT INDIVIDUAL	\$ 12,000.00
FROM ANTICIPATED 500 INDIVIDUAL MEMBERS	3,750.00
FROM THE 5% OVERHEAD DERIVED FROM ADMINISTERING FOUNDATION GRANTS	5,000.00
FROM THE SALE OF MATERIALS	<u>1,000.00</u>
TOTAL	\$ 21,750.00

FROM THESE TWO FIGURES YOU WILL SEE THAT WE HAVE A GAP OF AT LEAST \$10,000.00. WE, THEREFORE, CONCERNED OURSELVES WITH EXPLORING WAYS OF NARROWING THIS GAP AND HEREIN WE NEED THE IDEAS OF YOU AND ALL THE REST OF THE MEMBERS OF THE ASSOCIATION. I WILL ONLY LIST A FEW OF THE IDEAS THAT CAME OUT OF OUR BRAINSTORMING SESSION WHICH WILL BE CONTINUED IN JANUARY.

1. THAT THE JOURNAL ACTIVELY SOLICIT ADVERTISING SO THAT IT CAN BECOME SELF-SUPPORTING.

2. THAT WE FOLLOW THE LEAD OF NPAC IN PROVIDING TRAINING EXPERIENCE FOR NON-RADIO-TV GROUPS FOR A FEE.

3. THAT WE PROVIDE A MEMBERSHIP CLASSIFICATION FOR COMMERCIAL STATIONS WHICH WOULD GIVE THEM A ONE-HALF HOUR PROGRAM



FRANK SCHOOLEY, PRESIDENT

NOVEMBER 21, 1956

PER WEEK, BASED ALONG THE LINES OF THE WMAQ EXPERIMENT.

4. THAT WE ATTEMPT TO SECURE SUPPORT FROM OTHER NATIONAL ASSOCIATIONS WHO ARE IN A BETTER FINANCIAL POSITION THAN WE ARE.

5. THAT WE CHARGE A FEE TO SUCH ORGANIZATIONS AS THE ASSOCIATION FOR THE BLIND, FOR ACCEPTING THEIR PROGRAMS FOR NETWORK USE.

6. THAT WE WORK WITH LOCAL INDUSTRIES AND FOUNDATIONS AT THE INDIVIDUAL STATION LEVEL TO MAKE IT POSSIBLE FOR THEM TO PAY HIGHER MEMBERSHIP FEES AND NETWORK ASSESSMENTS.

7. THAT WE ENGAGE ACTIVELY IN THE PRODUCTION OF PRESTIGE PROGRAMS WHICH MIGHT BE MADE INTO ALBUMS (LIKE "JEFFERSONIAN HERITAGE") AND SOLD.

8. THAT WE SUPPLY SCRIPTS OR TAPES AT A SLIGHT PROFIT TO ANSWER THE MANY REQUESTS THAT ARE RECEIVED BY MEMBER STATIONS.

9. THAT WE DO SOME COOPERATIVE BUYING OF BOTH CAPITAL AND SUPPLIES AND EXPENSES MATERIALS FOR REBALE TO MEMBER INSTITUTIONS.

10. THAT WE ATTEMPT TO DEVELOP AN INTERLOCKER FOR RADIO AND TV.

FROM ALL THE ABOVE IT SEEMS APPARENT THAT THE ONE THING THE BUDGET PROPOSED HEREIN LACKS IS A "BEAT THE BUSHES" PROMOTER. IF WE DECIDE THAT THIS IS THE ROAD THE NAEJ SHOULD TAKE, THEN WE MORE THAN LIKELY SHOULD INVEST ANOTHER \$10,000.00 IN SALARIES IN ORDER TO POSSIBLY REAP \$20,000.00 TO \$30,000.00 FROM THE DEVELOPMENT OF THE IDEAS MENTIONED ABOVE AND OTHERS WHICH MAY SUBSEQUENTLY OCCUR TO US.

AS YOU KNOW, I DEEPLY APPRECIATE THE OPPORTUNITY TO WORK ON THIS PROBLEM. I AM SURE I AM EXPRESSING THE SENTIMENTS OF HULL AND HARLEY TOO. IT IS A MOST DIFFICULT PROBLEM BUT ONE WHICH WE ALL FIRMLY BELIEVE NEEDS SOLVING AND CAN BE SOLVED.

I TRUST THIS INTERIM REPORT WILL STAND US IN GOOD STEAD AND WE SHALL ISSUE FURTHER REPORTS AS QUICKLY AS WE ARE ABLE TO ARRIVE AT ANY CONCRETE SUGGESTIONS. MEANWHILE I'LL WRITE HARLEY, HULL AND HILL TO OFFER ADDITIONAL INFORMATION AND SUGGESTIONS

FRANK SCHOOLEY, PRESIDENT

NOVEMBER 21, 1956

DIRECTLY TO YOU IF THEY FEEL THEY ARE WARRANTED AT THIS TIME.

SINCERELY,

JSM:CC

JAMES S. MILES  
DIRECTOR, RADIO STATION WBAA

CC: MESSRS. BILL HANLEY  
DICK HULL  
HAROLD HILL  
HARRY SIORNTA  
R. J. COLEMAN  
BURTON PAULU

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